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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

UNIVERSITY OF ILLINOIS

VOL. XCII

NEW YORK AUGUST 19, 1915

AUG 21 1915  
No. 8



"They eat all they can, and what they can't, they tin."

## Opulent Oregon

"For agricultural purposes," said Congressman McDuffie, in 1842, "I would not give a pinch of snuff for the whole territory."

The learned gentleman was referring to Oregon—yet it has since been said that there is scarcely a grain, fruit, vegetable, grass, tree, plant or flower that grows in the United States or Europe which cannot, on some portions of the soil of Oregon, be raised to perfection.

Which is cited to prove that even Congressmen are not always right.

The equable climate of Oregon, and the rich soil of her splendid valleys make her one of our best agricultural States, but for further details in that particular we must refer you to the Government reports. Our space is lim-

ited and Oregon's products are quite the contrary.

All we can hope to accomplish here is to suggest some few of Oregon's opportunities to expand her trade and industries through advertising.

Take salmon, for instance. The magnificent Columbia River is the greatest salmon-producing stream in all the world. Of this Prince of Fishes it has been said that Oregonians "eat all they can and what they can't, they can" (or tin, as the Englishman told it).

Thousands of tons of salmon are annually caught and canned in Oregon, and since artificial propagation has been solved there is little likelihood of a falling off in the supply.

And, mind you, this Columbia River salmon is the finest obtain-

(The Ayer & Son advertisement is continued on page 85)

## What six great concerns have said of New York Subway and Elevated advertising



"In figuring over our sales for the year in New York City we showed a larger ratio of increase than anywhere else in the country. This is an eloquent tribute to the value of your services. You received the first advertising appropriation ever spent by this company some twelve years ago, and that you are still placing all our street car advertising shows the confidence we have in your ability to take good care of an advertiser."

O'SULLIVAN RUBBER COMPANY



"If you will refer to your records you will discover that the smallest contract we ever gave you was the first one, and the largest was the last one. Our contract with you this year will practically double that of any previous year. You will agree with me that it is easy to write and say nice things, but it costs money to sign contracts."

THE COCA-COLA COMPANY



"The best proof we can give of our estimation of their value is that, after having discontinued this mode of publicity for some years, we have returned to it."

THE FRANCO-AMERICAN FOOD CO.



"Reward to them to whom reward is due," which being translated means that the makers of Pompeian Massage Cream deeply appreciate the fine and conscientious service rendered by Ward & Gow."

THE POMPEIAN MFG. CO.



"What we think of your advertising proposition is certainly demonstrated by the size and length of our contract made with you last month for space aggregating over \$350,000.00. We have proven that it is possible for us to place our goods with every retail dealer in Greater New York, using nothing but Elevated and Subway lines of car advertising."

WM. WRIGLEY, JR., COMPANY



"The results of advertising our Guaranteed First Mortgage Certificates in the cars have been very noticeable. These certificates provide a method by which a person who wishes to save \$10 per month can buy with these instalment payments a \$200 certificate which is really an assignment to him of a share in a group of guaranteed first mortgages. The response to this advertisement always has been very noticeable in the increased sales. We have also been able to trace many sales of our larger certificates in amounts of \$500, \$1,000 and \$5,000 to the advertisements in regard to them that we have placed in your cars."

TITLE GUARANTEE AND TRUST COMPANY

### ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York

AUG 21 1915

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCII

NEW YORK, AUGUST 19, 1915

No. 8

## Story of a Famous Family of Products and Its Advertising Problems

An Interview with the Executives of the E. T. Burrowes Company, at Portland, Me.

By R. E. Dildine

**A**N instructive example of how various members of a family of products came into existence is furnished by the E. T. Burrowes Company, of Portland, Me. I had journeyed to Portland for PRINTERS' INK with a fairly general idea of the company's products. But it was not until I went into the matter at length with the executives of the company that it was made clear to me that the members of a healthy "family of products" aren't just scraped together, but are "born" and "grow up" in a most natural way.

It did not just happen that billiard-tables instead of dining-room tables came to occupy a place with the company's "Rustless Screens"; and it was not by flipping a coin that the officials decided to make card-tables rather than chiffonieres. There were basic considerations that determined the decision in not only these cases but also in the cases of the other members of the family.

The E. T. Burrowes Company is a million-dollar corporation that has grown from a very small beginning by first creating a product and then by creating a demand for it.

E. T. Burrowes, founder of the concern, is known as the father of the window-screen business. He was the first man to make and sell screens as a commercial enterprise, but

what is more important, the business that he started has grown steadily and maintained pre-eminence in that field.

While the main output of the company is screens, a family of other products has been developed which now constitutes about 25 per cent of gross sales and promises a broad opportunity for future expansion.

From a merchandising standpoint the Burrowes business is extraordinary in several respects. Initiative and the blazing of new

## BURROWES

Home  
Billiard  
Table

**\$1<sup>00</sup>**  
**DOWN**

\$1 or more down, according to size and style. Small amount each month.

Prices from \$15 up. Full equipment of Balls, Cues, etc. Sizes up to 14 x 7 ft. (standard). Adapted for expert play and home practice. Portable—used in any room—on any house table or on its own legs or folding stand. Quickly set aside—requires almost no room when not in use.

**Send for Illustrated Catalog**

explaining free trial offer with prices, terms of payment and testimonials from thousands of owners.

THE E. T. BURROWES CO.  
818 Center St., Portland, Me.  
Miss Burrowes Rustless  
Screens and Folding Card  
Tables.



THE NATIONAL COPY FOR THE BILLIARD-TABLE  
Table of Contents on page 106

trails in production and distribution have played an important part in its development, and owing to its diversified production, the company has found it necessary to employ three distinct methods of distribution.

The reasons for this will appear as the history of the business is told in due order.

#### THE BEGINNING OF THE BUSINESS

About forty years ago when E. T. Burrowes was a young man and still attending school, he sought a means of earning money during vacations. He had a mechanical turn of mind. Even at that early date he exhibited a tendency to invent things. Being influenced by the necessity of doing something that would get quick cash returns, he conceived the idea of making window screens for homes.

At that time few people had thought of doing anything to keep flies and other winged insects out of their houses. Such pests were allowed free entry and then fought inside the home. Those were the days of canopy bed nets, covered dishes for food and home-made fly traps. Some people were beginning to tack cloth netting to window casings.

The first wire netting, a New England product, had just been placed on the market, and a few people, who could afford such a luxury, had hired carpenters to make crude screens.

Burrowes sized up this situation and saw a potential market. He also thought that he could improve the product.

He made a sample, tucked it under his arm, and began to ply the knockers on the front doors of Portland homes. He secured a few orders. They did not come easily, but he was persistent and sales grew until the business promised a livelihood.

He forsook school and took in a partner with the idea of extending the business throughout New England.

During the first five years the business developed slowly but began to assume a tangible form in spite of many minor difficulties.

The fitting problem loomed up large as one of the early stumbling blocks. Burrowes found that the sale and delivery of an order did not constitute a complete and satisfactory transaction from the viewpoint of the customer. The home-owner lacked either the ingenuity or the desire to install screens when they were delivered. He objected to the additional cost of hiring a carpenter and the latter would often make a mess of the work. Burrowes decided to raise his selling price to include a complete service and he made arrangements with local carpenters or sent a man to install screens.

One day while riding on a train Burrowes' attention was attracted to the sliding blind then used in car windows. He studied this device and adapted the idea to his screen. This was only the beginning of a series of improvements in the product which have continued up to the present time.

In 1881 Burrowes formed a partnership with Warren W. Cole, who is now treasurer of the company. The concern was then called E. T. Burrowes & Co.

Burrowes and Cole started on a trip together to develop new territory. They went to Cleveland and took orders there for \$700 worth of screens. Cole remained and secured orders amounting to \$12,000 during the next six months.

Burrowes returned to Portland to supervise production. Cole continued to sell goods for several years and incidentally secured selling agents in various sections that he visited. The present selling organization, consisting of 40 general agents and about 50 sub-agents or salesmen, has developed from that beginning.

Although to-day screens are considered a necessity, in those days a Burrowes salesman found it necessary actually to create a market for the product.

Both the product and the selling argument have changed materially. The first screens were made to cover the lower half of a window only. The first netting was a painted wire cloth. By the use of colors landscape pictures were painted on the screens to make

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**L**AST WEEK we presented the fact that of the 106 Class, Trade and Technical Papers, members of the Audit Bureau of Circulations, the combined total paid circulation was 981,510.

We also pointed to the fact that our four publications have in excess of 100,000 circulation—*more than 10 per cent of the total.*

This big volume of class and trade circulation, reaching the principal purchasing units of all automobile products, is not an accident. It is the result of careful catering, in an intelligent editorial way, to the four distinct subdivisions of a great industry.

Our circulation is of highest value to the advertiser whose desire is practical economy in successful appeal to users, manufacturers, engineers, dealers and garagemen.

## THE CLASS JOURNAL CO.

239 West 39th St.  
New York

910 So. Michigan Ave.  
Chicago

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*Branches in Detroit and Cleveland*

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PUBLISHERS OF

**THE AUTOMOBILE  
MOTOR AGE**

**MOTOR WORLD  
MOTOR PRINT**

---

them ornamental as well as useful. This device was also featured as a selling argument because it served the purpose of both screen and curtain. The sight of a person on the outside could not penetrate beyond the picture on the screen while anyone inside the house could see through the screen without difficulty. These pictorial screens, however, soon fell into disfavor because they were used extensively by saloons.

The nature of the commodity produced under the Burrowes plan involves an individual fitting service for customers which in the last analysis means a custom-made product. It also means that a personal representative of the company must deal directly with

The business is one that involves close attention to details and considerable intelligence and judgment on the part of salesmen. All sales are executed in the form of contracts and these are taken subject to acceptance by the company. Prices are standardized as to details, but the finished product naturally varies so much in size and materials that it is necessary to figure the cost and selling price of each order separately.

General agents are held responsible for measurements, and the company undertakes to deliver screens that will fit within one-eighth of an inch. Expert fitters are maintained at most of the branch offices, which relieves the salesmen of considerable detail work and allows them to devote more time to creating business.

It is interesting to note that the Burrowes company has introduced a style element in the screen business. This is done by utilizing materials, finish and trimmings that will harmonize with the finish and architectural design of buildings in which the screens are to be used. All sales are, of course, consummated through direct contact with the consumer, but a selling plan of which advertising is an essential feature is considered a very important factor in creating business.

To quote an officer of the company:

"Advertising is absolutely necessary to this business. It was started with advertising, which has always been maintained."

The general publicity of the company as applied to screens only, is unique because a large expenditure has, from the start, been devoted to just one medium—painted signs that are maintained along lines of travel. This sign campaign has developed with the business until it has become na-

## Moth-Proof Cedar Chest

ON FREE TRIAL—NO MONEY DOWN



A SPECIMEN OF BURROWES MAIL-ORDER ADVERTISING IN WHICH THE ILLUSTRATION IS STRONGLY FEATURED

the consumer. Hence, the development of the zone system of general agents who maintain branch offices and sample-rooms, a corps of salesmen and expert fitters.

### SALES DETAILS

The general agents are employed on a commission basis, under contracts that give them broad executive powers in their individual territory. They in turn are held responsible by the company for adequate sales and the proper execution of the company's business and the service rendered to customers.

## Why Canada?

Of all the New World, Canada is the newest. Her acres are the broadest. Her wealth of mine and forest has scarcely been touched. Her 8,000,000 people will soon be 9,000,000, 10,000,000 and then on up.

Up to now Canada's need has been capital,—the gold to turn her resources into finished products.

She has been shipping her goods to pay her interest charges. Canada is now experiencing a favorable trade balance. She is producing in many lines to the limit of her present capacity. Her wheat fields, greater than ours, are in demand, as ours are.

At the end of the War, Canada will be a greater Canada. Her whole future is bright. Her markets, profitable, even now, for American manufacturers, hold even greater things in store for them.

We are in Canada because we believe in Canada and in Canadian concerns. Because we want to furnish American manufacturers a closer view of Canadian markets. Also, because we are rendering advertising service to Canada's largest advertiser.

Our knowledge of Canada is as complete as our knowledge of the United States.

The location of our offices in New York, Cleveland, Toronto and San Francisco gives us the opportunity to visualize national conditions and render fast adequate service everywhere.

Our booklet, "We Have A Man Who Knows," will serve to introduce us. May we send it to you?

**THE H. K. McCANN COMPANY**

New York San Francisco Cleveland Toronto

At New York, 61 Broadway

tional in scope. It is estimated that the physical value of the signs now in use aggregate about \$100,000. This figure does not include the cost of maintenance or the rental of locations.

Back in the early days of this business advertising was not the factor in trade that it is to-day. There were less mediums to use and facilities for conducting general campaigns were not well developed. Painted signs were much in vogue then, though many of them were displayed on barns and "dead" walls. Just why the Burrowes company decided to use this medium to the exclusion of all others is not entirely clear, but one reason was the element of permanency. Then, the company found it expedient at that time to produce and execute its own advertising.

The signs were constructed in units, erected and painted in their own factory. Then they were knocked down and shipped to locations that had been leased by a traveling representative. This man also made preliminary arrangements for the erection and care of the signs. This system worked out so well that it has been followed ever since. The signs are inspected periodically and repainted when necessary.

The company does not assume now that this is the only medium which they could use to create screen business profitably, but it has continued to maintain its sign campaign for two reasons. First, the officials are convinced that it has been effective, and second, they have gradually built up a big investment in signs which can now be maintained at a comparatively low cost, considering the scope and value of the publicity.

The sign copy is designed to drive home just one idea—the name of the product—so that the thought of screens will be associated with the name Burrowes. It is general publicity in the broadest sense. No selling argument is used except that which the word *Rustless* in the name implies. No effort is made to get direct inquiries, as neither the

name of the company nor its location is used.

The company relies on its own intensive selling system to get in contact with prospective customers, but when the salesman does meet the buyer he usually gets respectful and interested attention and that is often half the battle.

A systematic plan is followed to get in touch with new business and this includes the direct mailing of letters and catalogues.

Branch offices are maintained in 52 cities. The agents in these cities keep in touch with all sources of information on local building operations. Municipal records of building permits and newspaper-clipping services are utilized. Architects are cultivated. The home office in Portland is also a clearing-house for business tips that are forwarded to the branch offices. All leads are followed up immediately by mail and later by salesmen.

#### TREATMENT OF CREDITS

The credit phase of the Burrowes screen business is worth notice because of the large volume of sales made direct to consumers. The company's records show that up to 1913 they had equipped over 250,000 homes with screens. With the exception of occasional re-orders, each sale is made to a new customer with whom the company has had no previous ledger experience. Home-owners as a rule are not rated individually by Dun or Bradstreet, so these common sources of credit information are of little use. The company assumes responsibility on credits, but it depends to quite an extent on the judgment of the general agents and salesmen and their reports. Special reports are also secured through a collection agency that has local attorney representatives in all cities.

The basis on which general agents are remunerated has a tendency to make them careful as to credits. Commissions on sales become due in three installments: first, on acceptance of orders; second, on delivery; and third, when the company receives payment. (Continued on page 85)

# A Market for 8000 Automobiles

About four-fifths of 1 per cent. of the population will buy new cars this year—about one out of every twenty-five families will ride in "1915" models—about 1 out of every 125 people will spend from \$400 to \$5000 for an automobile.

**"The Philadelphia Bulletin" readers,\* numbering over a million, will buy more than 8000 Cars!—an average of more than 25 each business day of the year, or more than 150 a week.**

As a manufacturer of automobiles you can probably estimate the average price paid for these cars and approximate the number of millions of dollars "The Philadelphia Bulletin" readers will spend.

**Think of concentrating on the 347,442 people who buy "The Bulletin" every evening—think of dominating these people with facts pertaining to your car, its durability, its running efficiency, its beauty of design and finish, its low cost of upkeep, its equipment and its price, considering these facts.**

Remember, there are already upwards to 30,000 Automobile owners among "The Philadelphia Bulletin" readers, many of whom buy new cars every three or four years.

Here is food for thought—selling realities unequalled in Philadelphia! "1915 Automobile Season" will soon be history. 1916 advertising and selling plans are now being put into operation.

We will be glad to tell you more about the automobile advertising "situation" here in Philadelphia.

## THE PHILADELPHIA BULLETIN

\*347,442 people buy "The Bulletin" each evening and the members of their families make the total readers 1,042,326. This allows only 3 persons to each family, whereas U. S. Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, August 11th, 1915.

(All rights reserved.)

# Has the Public a False Notion of Advertising?

By F. R. Feland

**D**URING the convention of the Associated Advertising Clubs of the World, held recently in Chicago, there appeared quite a number of cartoons on advertising in New York and Chicago papers. They were very favorable to advertising and doubtless did some good. At any rate they amused. There were some editorials about advertising too, serious and portentously sensible. One in particular, written by the Highest Paid Editorial Writer in the World, said that "Advertising Is Literature."

Now I do not intend to criticize those cartoons, but I do want to examine them. They were broad, exaggerated as cartoons are expected to be. But every one of them showed the most woeful lack of understanding of advertising as it really is. For instance, a man about to hire an "ad-writer" referred to his prospective employee as an advertising agent. There were dozens of such incongruities and they were by no means small. The faults were not noticed much because, anyway, they were only comic pictures intended to sort of jolly the convention along.

And then the editorials, and the news columns; they were filled with live, snappy, pleasant reading, but the moment they tried to discuss advertising up close to the camera, they were away off. No advertising man in the world could sell the sort of advertising they talked about. No business man would consider buying it. Mind you, it is without malice or any attempt to criticize that I say that the majority of lay articles and pictures on the subject of advertising were basically absurd, or at least they sounded so to me.

What are we to infer from this? Is the average cartoonist and editorial writer as far at sea on questions of law, economics, military strategy, medicine, social science and politics as he is on advertis-

ing? Does the banker get as much of a smile out of an editorial on finance as an advertising man gets out of the statement that "Advertising Is Literature"?

## WHAT AN ADVERTISING MAN IS NOT

I cannot believe that. Where are all the popular misconceptions about advertising born anyway, and why are they nurtured? Why do the authors of clever, readable business fiction stories, always picture the advertising manager as a young smart Aleck with sleeked hair, racing into the "Boss's" office every hour or two to yelp a Big Idea at him?

The advertising manager of fiction is a fearful creature who gets ideas in the weirdest fashions and who quits his job at the drop of a hat. Real advertising men are much more durably commonplace. They work not as marvels of efficiency, but as all sane business men work.

Surely advertising men themselves are not responsible for this freak notion about themselves. A few things might indicate it, but no agency head that I ever saw was anxious to create the impression that his copy was written by a lot of cub-reporters who worked under the shadow of a Blue Pencil.

I did hear, authoritatively, the other day of a young chap who had on his suit-case the words "Charlie Edwards, Ad-Writer," but my informant explained to me that Charlie was laboring under a delusion. He was not an ad-writer and never would be. Or if you dislike the term ad-writer as much as I do, let us say that Charlie was exactly right.

Either way, however, his was an isolated case.

It is painfully true that sometimes at conventions the Bunch from Beloit or the Gang from Galion feel called upon to parade into town in linen dusters lettered over with patriotic professional

sentiments. Also the tendency of advertising men to mention the size of their salaries in unguarded moments is no greater or no less than that of men in other lines. Just the same, little things like that do not account for the prevailing impression that in making an advertising man the Hand of the Potter shook a little.

I have no answer for the question that I have asked. I do know that flagrantly wrong ideas of what advertising is and what advertising men are, are abroad. Talk to any man in no way associated with the business and find out if this is not true.

Not only will such a person show a conception of advertising that will be startling in its absurdity, but he will make you feel that this idea that he has is one of the fixed and catalogued things that he knows and is sure about.

The other day a young man told me that he was not only an advertising man, but that he was an advertising and merchandising man. Since I had heard a great deal about merchandising men and never understood just what one was, I made bold to inquire, "What is merchandising, anyway?" The same question asked before of others had never been very satisfactorily answered, but this chap had it.

He said, "Don't you know what merchandising is?" I shook my head. He said, "After you have gotten up a campaign send out a folder of it to the dealers, offering free electrotypes, and say to them, 'Do Your Duty By This Advertising—Send in the Post Card for Our Special Offer.'"

Nothing could be more practical than that. It is pure level-headed common sense. Yet let this man give that definition of merchandising to an editor, a sugar-broker or a rogerbabson and none of them would understand him at all.

#### A RARA AVIS IS THE MAN OF ALL-ROUND KNOWLEDGE

The public knows too much about advertising that is not so. Is the public as greatly deceived about everything else that it has not made a close study of?

I know a lawyer who raves and rants and swears that nine out of ten books and plays written about courtroom scenes are unfathomably foolish. Juries are made to decide questions of equity, witnesses make statements they would never be permitted to make, and the entire procedure of the court is legally inconceivable.

Hear your family doctor snort when you ask him what he thought of the story where the astute hero physician diagnosed appendicitis from simply hearing the patient's symptoms described by a third party.

In a current magazine there is described a clever country ferry rigged up with paddle-wheels so that it could be propelled by the power of the automobile that it ferries across the water. An old boatman to whom I submitted the idea was curious enough to inquire how the ferryman got his boat back across the stream after the motorist had gone on his way rejoicing, and what did he do when a man with a team wanted to cross.

Ninety-nine men out of a hundred have only one subject that they actually *know* anything about, and that is the business out of which they make their living. The rest of their information is gleaned. They gather it from haphazard and more or less unreliable sources. The result is that when they talk about Art, they disturb the digestion of an artist who happens to be present. When they talk war they amuse the soldier and when they fustianize about advertising, they make such statements as, "Advertising Is Literature" or "Advertising is the greatest force in modern business," which it is not.

For the edification of the few, if any, who accepted the sonorous generalization quoted above as fact, I suggest that transportation exerts a considerably greater influence, so also does credit, and there are factors in the elemental process of production that take rank for importance with the various adjuncts to distribution.

Advertising copy is not free from these same imperfections.

Who has not read advertisements that conveyed the impression that the writer was not grounded in his subject? Many an advertisement is published that literally sounds as though the writer knew as little of the actual human need for his merchandise as the cartoonist knew of the problems confronting a prospective advertiser. This is especially true of "technical" copy.

It's a cinch to write advertisements for cigarettes. Get the name big, show the package, use the word "blend" four times, invent a slogan like "colossally satisfying," claim that more cigarettes of this brand are sold than all others put together, and there you are. O. K. it yourself and release it. You can't go wrong if you try.

But suppose it's a freight service, or a knock-down dwelling, or a wheat-thresher and you've got to have something more than a pencil and a rule measured to inches on one side and agate lines on the other.

You've got to learn a new business—find out the "why" of a strange product. If you are talking to farmers who know all about farm implements, you must know all about them, and if you are talking to people who never heard of a built-at-the-factory house, you'd better know pretty nearly every stick in that house, or there will be no stick in your copy.

Advertising is not the only business where men have to dig and delve and study to know every subject they talk about. It's only one such business. Why then should the advertising man be singled out and generally looked upon as a golf-playing, George M. Cohan type of hustler who goes around prepared to ladle out a smashing new selling plan and a powerful series of ads just in time to save the old firm from going to the wall?

Where did the public get its distorted idea of advertising?

I do not know.

I strongly suspect the publisher who harbors a "Chats with Our Readers" column.

Still I may be wrong.

## "Republican" Interests Buy Springfield "News"

The Springfield, Mass., *Daily News* has been purchased from Chas. J. Bellamy by Richard Hooker and Sherman H. Bowles, of the *Republican*. The *News* will be continued as a separate and distinct paper, and for the present will continue to be published from its present plant. Eventually, however, it is planned to publish it from the *Republican* building. Separate organizations will be maintained. Both papers will be represented in the foreign field by the Kelly Smith Company.

## Lloyd to Manage New York "Mail's" Advertising

Charles L. Lloyd has been appointed advertising manager of the New York *Evening Mail*. He has been in Europe since 1902, as general manager of Wm. T. Stead's newspaper properties and more recently in charge of his own advertising agency in London, known as Lloyd & Co. Before going abroad he had had editorial and advertising experience with several metropolitan papers.

## "Today's Magazine" to Publish "Inland Storekeeper"

Beginning with the November issue, the *Inland Storekeeper* will be published under the auspices of the publishers of *Today's Magazine*. The publication will be broadened so as to perform the offices of "Today's Magazine for Merchants," the semi-annual that *Today's Magazine* has sent to the retail trade.

## Hartley Robinson Represents "American Motorist"

Hartley Robinson, who organized the *Canadian Motorist*, Toronto, and has managed that paper for the past two years, has been appointed Western representative of the *American Motorist*, Washington, D. C., with offices in Chicago.

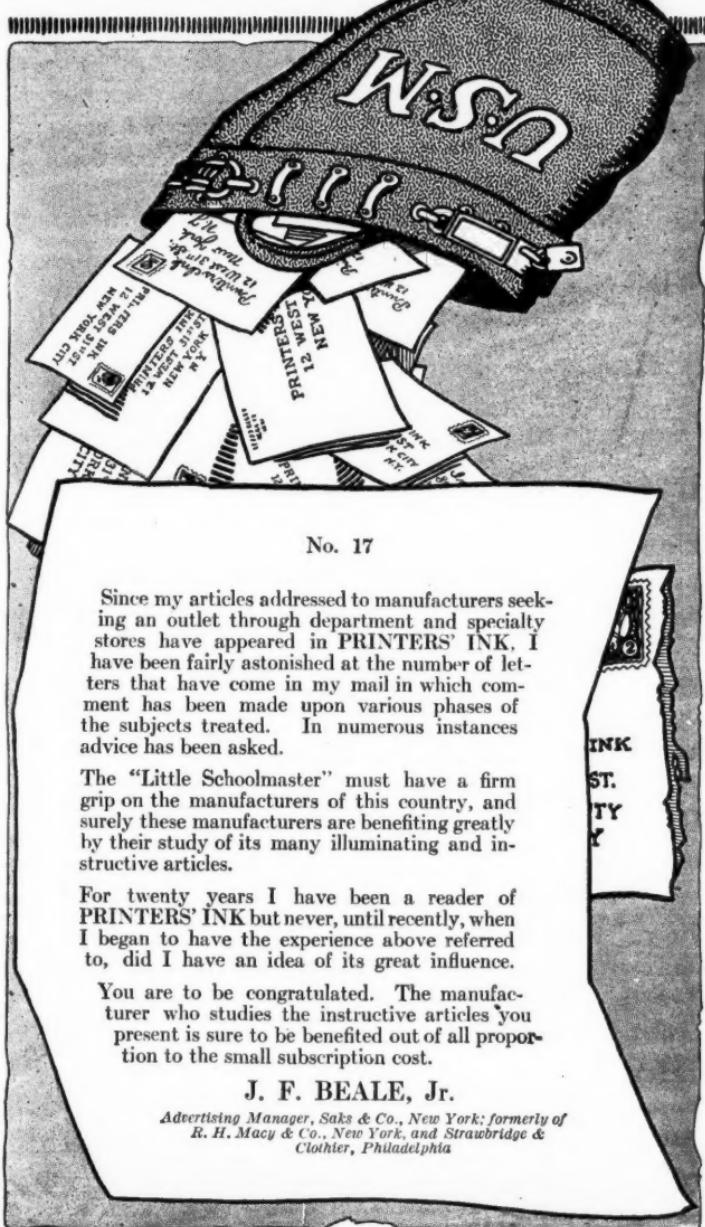
## Last Survivor of Harper & Brothers Dies

John Wesley Harper, last survivor of the old publishing house of Harper & Brothers, died August 14, aged 84 years. He became president of the firm in 1897, but retired a few years later when the business was reorganized.

## Hyatt Now Associated With "Farm and Fireside"

J. C. Hyatt, who has been representing *Better Farming* for several years, has joined the advertising staff of *Farm and Fireside*. He will travel in the Western territory, with headquarters in Chicago.

# ALL IN A MORNING'S MAIL



No. 17

Since my articles addressed to manufacturers seeking an outlet through department and specialty stores have appeared in PRINTERS' INK, I have been fairly astonished at the number of letters that have come in my mail in which comment has been made upon various phases of the subjects treated. In numerous instances advice has been asked.

The "Little Schoolmaster" must have a firm grip on the manufacturers of this country, and surely these manufacturers are benefiting greatly by their study of its many illuminating and instructive articles.

For twenty years I have been a reader of PRINTERS' INK but never, until recently, when I began to have the experience above referred to, did I have an idea of its great influence.

You are to be congratulated. The manufacturer who studies the instructive articles you present is sure to be benefited out of all proportion to the small subscription cost.

**J. F. BEALE, Jr.**

*Advertising Manager, Saks & Co., New York; formerly of  
R. H. Macy & Co., New York, and Strawbridge &  
Clothier, Philadelphia*

THE CHICAGO DAILY TRIBUNE  
SATURDAY, JULY 10, 1915.

In the FIELD of LITERARY ENDEAVOR

BY ELIA W. PEATTIE.



HE present season has brought forth an unusual number of American novels—novels of strength, literary charm, and warm human interest.

The list arranges itself something af-

ter this fashion: "The Harbor," by Ernest Gruening; "The Farmer," by Booth Clarkington; "Empty Pockets," by Rupert Hughes, and "The Great Mine," by James L. Ford. ~~One~~ <sup>One</sup> may now add without hesitation "THE HONEY

First Appeared  
as a Serial in  
THE RED BOOK MAGAZINE



**"THE THIRTEENTH  
COMMANDMENT"**  
The Third Novel By  
**RUPERT HUGHES**  
To Appear Serially in  
**THE RED BOOK MAGAZINE**  
Begins in the September 1915 Issue

# Cold-weather Foods

Winter comes and with it the need for warmer breakfast foods—something like oatmeal or Cream of Wheat, for instance. Most heat is naturally most needed by up-and-doing country folks. What more natural then than for them to want to know more

buying it, family after family, package after package.

Apparently about a fifth of Our Folks already buy Cream of Wheat "more or less regularly," and about a sixth don't know enough of its merits to express any judgment.



In the twenty-nine states in the shaded section of this map are 61% of the general stores, 74% of the grocery stores, 93% of The Farm Journal's circulation—the most buyers and the most distributor for any good cereal.

about the relative value of Mother's Oats, Cream of Wheat, and other cooked cereals?

This seems to be the very place for us to suggest the idea of telling such fact stories in The Farm Journal, and so you are invited to remember that, once country people really get to know the reasons for Cream of Wheat, they will keep on

What our several other subscribers think we don't know—but we do know that the way to make them think is by advertising in the paper which reaches the most people where there are the most stores—all of which The Farm Journal does, and does regularly twelve times a year. October closes September 6th.

# Thwarting Those Who Would Trade on an Advertiser's Reputation

THE Ford Motor Company, of Detroit, is making an effort to protect itself from outside concerns that would trade upon its name and reputation in the sale of goods. And thereby hangs a tale that may be of interest to many advertisers because it exemplifies a brand new phase of the practice affecting trade-marks and trademarks. If Ford is successful in going after the "poachers" other advertisers may be minded to follow suit. Indeed, some of them are already proceeding in that direction, as witness an interesting conflict of interest between the United Drug Company and the Stork Company.

For years past, almost every advertiser who has made the name of his product a household word has been annoyed by the depredations of camp followers who, while respecting the patents on the parent article, have sought to appropriate some of the profits through adjuncts, attachments, accessories, etc. The Victor Talking Machine Company has had to fight the inroads of all sorts of needles "for the Victor," some of which would prove actually injurious to its records. The Eastman Kodak Company has been forced to take up the manufacture of every sort of photographic supplies in order to prevent outsiders from leaning on the established prestige of "Kodak." And so on down the line.

It is probable, however, that no leader in any line has had so much to contend with on this score as the makers of the Ford automobile. Whole sections of the advertising portions of our motor-car journals have been given over to the advertising of "specialties" for the Ford. Not all of these makers of accessories, to be sure, made use of the word "Ford" to the extent of calling their product by that name, but there has been a growing disposition thus to lift

bodily the designation of the popular product. At last, however, the worm has turned. The Ford company has taken action—successfully thus far—against the Mansfield Tire and Rubber Company, of Mansfield, Ohio, maker of an automobile tire which it has sought to designate by the name "Ford."

The supreme significance of this action lies, however, not in the disclosure of Ford policy, interesting as that is, but in the circumstances that have made it possible for Ford to proceed against the tire people. These signalize a new departure in trade-mark practice that will be far-reaching in results. By this turn of affairs the principle is established that an established firm may protect its corporate name (whether or not it embodies a word registered as a trade-mark) against the encroachments of rivals who would trade upon a reputation they had no hand in upbuilding.

## THE ASBESTONE CASE REVIEWED

A decision of the Court of Appeals, at Washington, in the case of the Asbestone Company vs. the Philip Carey Manufacturing Company may be said to be solely responsible for the new status. Although this decision, when handed down in February, 1914, was briefly reviewed in *PRINTERS' INK* it required some months for advertisers to begin to appreciate the sweeping significance of the pronouncement. It was not realized that the Asbestone case was due to revolutionize an important phase of trade-mark practice at the U. S. Patent Office, and yet that is precisely what it has done, as witness the victory of the Ford Motor Company in the first round of its contest with the Mansfield Tire and Rubber Company.

Since the Asbestone case bids fair to become epoch-making, readers may feel an interest in

more details than have heretofore been published. The controversy was precipitated when the Philip Carey Manufacturing Company filed an application in the Patent Office for the registration of "Asbestone" which it declared it had used continuously since June 1, 1912, as a trade-mark for hard asbestos boards. Opposition was promptly made by the Asbestone Company, a corporation which had been duly incorporated under the laws of Pennsylvania in the year 1900. The Asbestone Company had been formed for the purpose of manufacturing and selling non-heat-conducting and fire-proofing materials of asbestos and other mineral and chemical substances.

The plea of the Asbestone Company for protection against the flattery of imitation was based on the claim that "Asbestone" could not be registered as a trade-mark because it consists merely of the name of a corporation and is not written, printed, impressed or woven in a particular or distinctive manner, as required by law, nor used in association with a portrait. The Patent Office tribunals would not allow the contentions of the Asbestone Company, but when, in last resort, the case was carried to the Court of Appeals the Asbestone Company won a victory in the form of the decision that now bids fair to make much trade-mark history.

#### PROPERTY RIGHT IN A NAME

In the opinion handed down by Mr. Justice Van Orsdel the principle was established that a man's name is his own property and he has the same right to its use and enjoyment as he has to that of any other species of property—and the same rule applies to a corporation. Furthermore this opinion laid down the principle that proof of actual damages is not essential to the maintenance of an "opposition" such as the Asbestone put up in the trade-mark case in question. Justice Van Orsdel cited prior decisions to show "That the name of a corporation is an essential part of its being and that the courts, independent of statutory

provision, will protect the corporation in the use of its name seems to be well settled." He said also, "The statute takes from the realm of possible registration the name of an individual, firm, corporation or association except under conditions not existing in this case. This limitation is founded upon sound principles of public policy." Finally, in setting forth that proof of actual damage is not required, the opinion says, significantly, "It is not the business which the statute in this particular aims to protect. It is the corporate name, and it is sufficient that possible damage may be inferred from invading the property right which the corporation possesses in its name."

A number of manufacturers, emboldened by the Asbestone decision, have within the past few months made moves to secure all the rights of privacy for corporate names regarding the protection of which they had previously been dubious. The Ford Motor case is particularly interesting for various reasons, but especially because the victory which the Ford Company has just won the highest tribunal of the Patent Office will, if sustained in the courts, close the one loophole which it had been feared might remain open to imitative concerns.

In the Asbestone incident, the new user of the name borrowed the word without so much as going to the trouble to display it distinctively which the law says must be done in the case of names of individuals or corporations. The Mansfield Tire and Rubber Company did not overlook this move—the "Ford" which they seek to register as a trade-mark is fancifully displayed. Indeed they say that the firm is "not attempting to register the word 'Ford,' but is attempting to register as a trade-mark a particular and distinctive printing of the word 'Ford.'"

But Assistant Commissioner of Patents Newton, the foremost trade-mark authority at the Patent Office, in the final disposition of the case at the Patent Office swept aside this consideration with the

declaration, 'It is true that applicant has written the word 'Ford' in a peculiar way, but it is not believed that this distinction is material.' Here then is the heart of the later aspect of this whole broad proposition. The Mansfield Tire and Rubber Company, evidently feeling that the Patent Office is endeavoring to unduly extend the prohibitions established in the Asbestone case, has promptly appealed this Ford controversy to the Court of Appeals. The decision of the court, which will probably not be handed down before next year, will, naturally, be awaited with keenest interest in business circles, because if Ford wins it will mean that advertisers can protect their corporate names almost without limitation—thereby enabling the rearing of another wall against imitators, etc.

In deciding the Ford case at the Patent Office it was held that: 'The fact that automobiles and tires are not goods of the same descriptive character seems to have no bearing in this case. The Ford Motor Company by its registration not only claims the exclusive use of the word 'Ford' on automobiles but 'on their parts,' which might be construed to cover tires.' All of which points an incidental moral to the effect that the manufacturer who sets out to make what may become a popular product will do well, if possible, to register his trade-mark for use not only on the main product but likewise for use on accessories. For whereas Ford may get away with it in the present instance the fact remains that in the case of the G. and J. Tire Company vs. the G. J. G. Motor Company the Court of Appeals decided that tires and automobiles are not goods of the same descriptive character, so that, generally speaking, manufacturers cannot count on trade-mark protection in any lines except those wherein they use and register a mark.

The chief objection, on the part of manufacturers, to the use of their corporate names by camp followers, lies in the fear that the products of these outsiders will be accepted by the consuming pub-

lic as carrying the endorsement of the makers of the original article. This is brought out by the Ford company in its current argument to the Court of Appeals. Officials of the Detroit concern say: 'The application of the name 'Ford' to any part of an automobile, as for example Ford Tires, would be a representation to the public that the article was in fact manufactured and guaranteed by the Ford company.' As our readers probably know, this state of affairs has for years past been a real problem in lines such as farm machinery where firms other than the producers of complete machines have built up a big business in supplying spare parts and repair items for widely used farm implements.

#### OTHER CASES IN POINT

Another cause for encouragement on the part of manufacturers who are seeking the fullest measure of protection for corporate names lies in the opinion handed down this year by the Court of Appeals at Washington in the case of the Simplex Electric Heating Company vs. the Gold Car Heating and Lighting Company. Here the use of the word "Simplex" as a trade-mark was in controversy. Although the decision in favor of the Simplex company was based almost wholly on the circumstance that its rival sought to use the mark on goods too closely resembling those to which the Simplex company was affixing the word, the Court took occasion to intimate that if objection had been made to the use of a distinguishing part of the Simplex company's corporate name, the case might have been decided on that basis.

That the new doctrine of the fullest measure of protection for corporate names is being unqualifiedly accepted at the Patent Office is proved not only by the decision in favor of the Ford company, but also by the fact that the Commissioner's office has recently upheld the Examiner of Trade-marks in his refusal to register for the United Drug Company the word "Stork" as a trade-mark for rub-

ber nipples because of the fact that the word forms, substantially, the name of the Stork Company, a corporation.

In this case the United Drug Company endeavored to overcome objection by the plea that the word "Stork" is not the whole name of the Stork Company, but the Assistant Commissioner of Patents countered by pointing out that the word "Asbestone" is not the entire name of the Asbestone Company. He also pointed out the refusal of "Union Carbide" on the same ground and to show how the point may be stretched even farther than in the Asbestone or Stork cases cited the recent decision against Kentucky distilling interests which have been denied the opportunity to register "Old Lexington" because it forms the distinctive part of the name of the Old Lexington Club Distilling Company.

The current interest in this subject of the protection of corporate names may recall to business men who follow trade-mark practice the widely discussed decision of some years ago when "Success" was denied as a trade-mark to the magazine of that name because it constituted substantially the name of the Success Company. The decision in the Rookwood Pottery Company case, duly recorded in PRINTERS' INK at the time it was rendered, is another one that may profitably be resurrected by advertisers who may feel called upon to assume a state of preparedness with respect to their corporate names. As a safeguard, many firms in all lines of trade are now taking the precaution to file at the U. S. Patent Office copies of their articles of incorporation and are requesting the Patent Office to refuse all comers,—whether competitive or not—that seek to register trade-marks embodying a specified corporate name.

### H. J. Ronalds With the Trow Press

Henry J. Ronalds, formerly president of the H. J. Ronalds Printing Company, New York, and recently with the Essex Press, of Newark, N. J., has become associated with The Trow Press, New York.

### Coffee-drinking on the Increase

JEWETT & SHERMAN COMPANY  
Importers and Manufacturers  
Teas, Coffees, Spices, Baking Powders,  
Prepared Mustards and Peanut  
Butter

Milwaukee, Wis., August 12, 1915.  
Editor of PRINTERS' INK:

Among the editorials in the July 29th issue of PRINTERS' INK are some figures in relation to the consumption of coffee during the past few years. These figures were taken from import statistics which are not correct criterions of consumption except when considered over a long period of years.

When the market is high, as it has been during the past few years, stocks already in the country become greatly reduced. This reduces imports, but does not decrease consumption.

Upon taking everything into consideration, you will find that the per capita consumption in the United States is greater to-day than it ever was before, having grown from 2.98 pounds per year for each person in 1830 to considerably over 10 pounds per person in 1914. The yearly per capita consumption averaged by periods of twenty years and compiled from reports of the United States Department of Commerce is shown below:

Yearly per capita consumption, average of twenty years: 1854 to 1873, 5.786 pounds; 1874 to 1893, 8.118 pounds; 1894 to 1913, 10.256 pounds.

Thus is shown that coffee-drinking by the people of the United States has increased with the increasing greatness of the country and that coffee is more and more universally beloved as the indispensable national beverage of a strong nation.

Trusting that this information from an interested reader of PRINTERS' INK will be of interest to you, I am,

LEWIS SHERMAN, JR.,  
President.

### Newspaper Advertising Heralds Restaurant Opening

The first Mills restaurant in Cincinnati opened on August 5, with considerable success, after the public had been notified of its coming for some days in advance by means of newspaper advertising. Space of about half a page in several local papers was used to announce the opening of the restaurant on Government Square, as one of the famous Mills string, coupled with assurances of good food and good service, and the Mills slogan, "Famous for our pies." Results proved abundantly the efficacy of the advertising, as there were continuous crowds during the mid-day hours on the opening day, and there has been steady business since. The location now occupied by the Mills restaurant was held only a few months back by an enterprise of the same nature, differing from the present one only in that its owner did not advertise. The fixtures were recently sold under execution, and the Mills organization secured the location.

# —and hundreds more like them

**Superintendent, Bethlehem Steel Co.:** "Most certainly do we use the information in the advertising columns of the American Machinist, and would not consider the paper complete without it."

**Factory Manager, Remy Electric Co.:** "I subscribe regularly for your valuable paper, and am pleased to note that nearly all the heads of our departments are also subscribers. It may interest you to know that our plant, at some time or other, has purchased from nearly every firm advertising in the American Machinist."

**The General Manager, Goulds Mfg. Co.:** "I consider the American Machinist almost indispensable to every one responsible for the successful operation of a machine shop. I not only read the American Machinist myself, but encourage all my foremen to do so. Through the advertising in the American Machinist we have ordered chucking machines, drills, air chucks, etc."

**Superintendent, Seth Thomas Clock Co.:** "I use your 'What and Where to Buy' department (Buyers Cyclopedias), have used it within a week at the factory, and to me it is a valuable feature of the American Machinist."

**Superintendent of the Singer Mfg. Co.:** "The 'What and Where to Buy' department (Buyers Cyclopedias) is O. K. I use it a great deal."

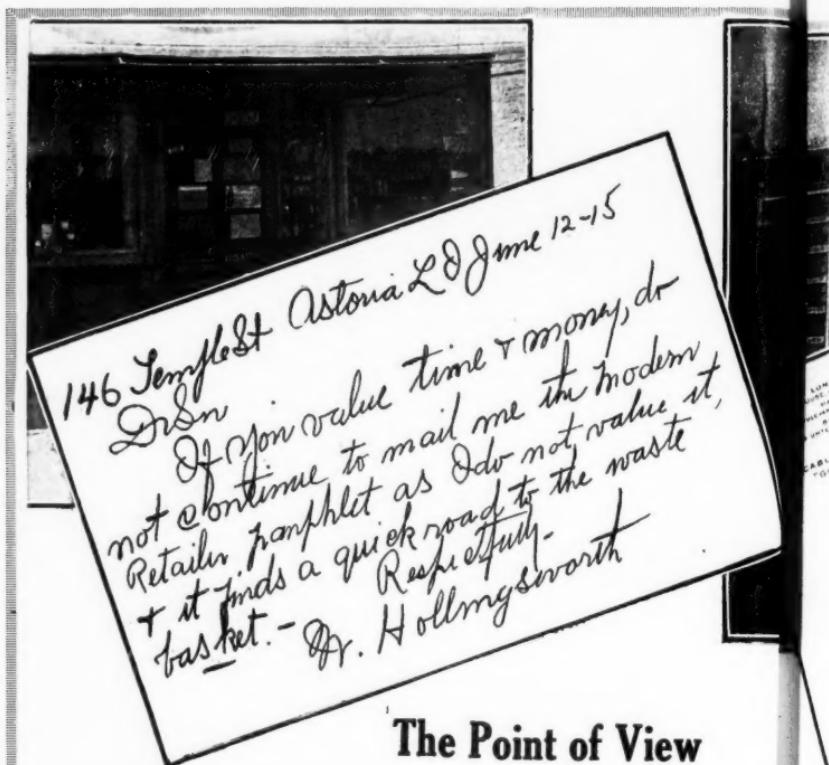
*Have you anything to sell these  
men? If so write for rates*

## American Machinist

*American Machinist* is one of the five Hill Engineering Weeklies, published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *Engineering News*, *Power* and *Coal Age*.

All members of the A. B. C.

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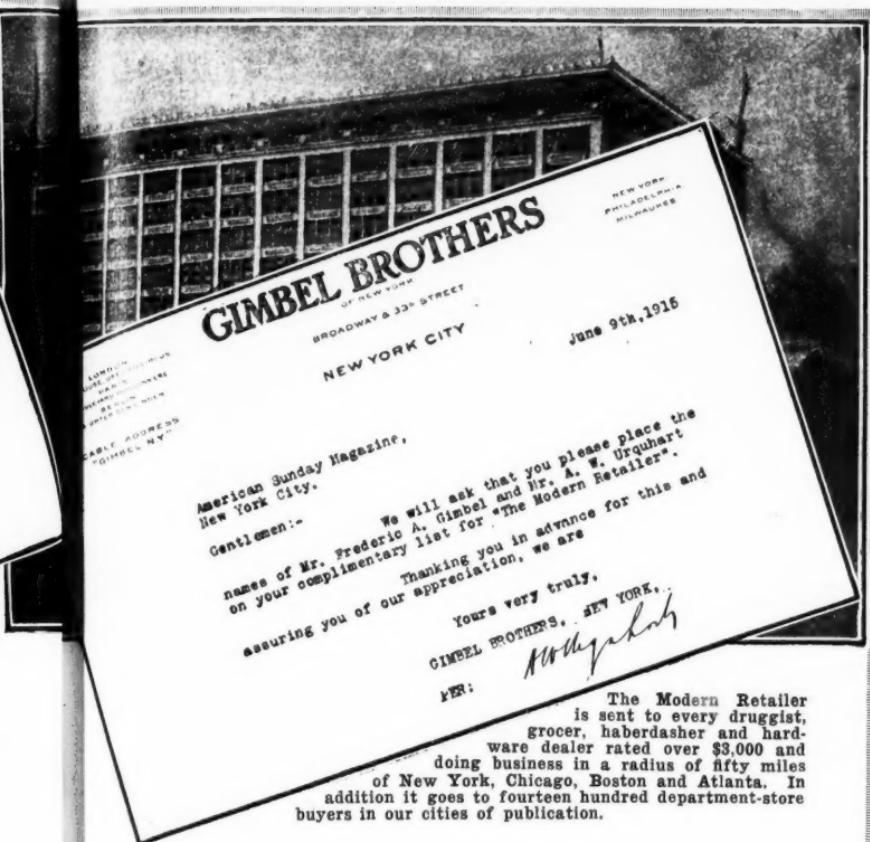
## The Point of View

Two letters—both in the same mail. We were so interested in the writers' opposite points of view concerning the Modern Retailer that we secured a photograph of their respective places of business, which we reproduce herewith in conjunction with their letters.

The Modern Retailer is issued every month. It is a facsimile of the American Sunday Magazine in cover and layout, but its editorial matter is devoted to furthering the interests of the retail dealer.

Its advertising pages are reproductions of the advertisements which appear in the American Sunday Magazine.

It is giving effective service both to the retailer and to American Sunday Magazine advertisers.



We can show conclusive proof of this, both through investigation among the retailers and through statements made by the advertising patrons of the American Sunday Magazine.

## The American Sunday Magazine

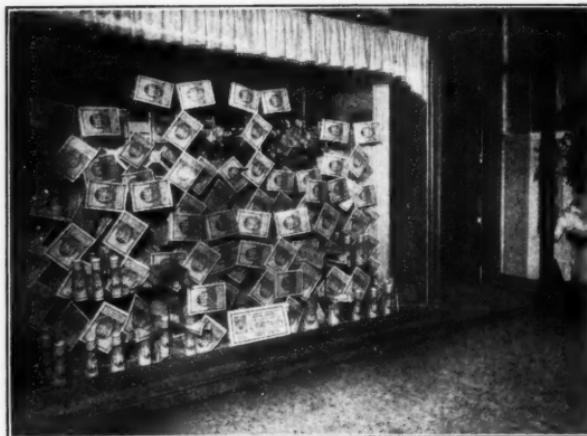


**CIRCULATION OVER 2,000,000**

220 Fifth Avenue  
New York

908 Hearst Building  
Chicago, Ill.

## "Sperry Magazine Days"



The Sperry Magazine Window Display of  
The Hawley Dry Goods Co., Bay City, Michigan

In local newspaper advertising, and in the windows and stores of  
very many of America's Most Progressive Merchants

## The Sperry Magazine

Will be featured regularly each month. The Sperry Magazine is  
the most widely and persistently advertised National Magazine for  
the Woman and the Home in the country.

Following is one of dozens of letters from enthusiastic Dealer-  
Distributors.

### ORANGE BELT EMPORIUM, INC. Pomona, California

"I want to say how much we appreciate *The Sperry Magazine*. We  
can make 'Sperry Magazine Days' big business pullers. I am enclosing  
copies of advertisements we ran for days. We made what I consider a  
fine window display—in our best position—of the magazines. I wish  
you might have seen it."—A. E. Tate, President

*Why not tie up YOUR product—direct—with this splendid and  
steadily increasing dealer enthusiasm?*

## The Sperry Magazine

For the Woman-Who-Buys

Two West Forty-fifth Street, New York  
WILLIAM STARR BULLOCK, *Business Manager*

# An Advertiser Analyzes His Own Case

A Manufacturer's Cross-examination of Himself Develops Interesting Considerations.

By G. C. Mars

Of the Hydraulic-Press Brick Company (Hytex Brick), St. Louis, Mo.

[EDITORIAL NOTE: A few days ago the editor of *PRINTERS' INK* invited Dr. Mars to describe the advertising and selling problems which seemed to be especially persistent in the marketing of Hytex Brick. This article is the result. Any manufacturer who can give correct solutions to all these problems is advised to communicate with Dr. Mars, who, doubtless, would be glad to exchange a Hytex house or two for them.]

**W**HAT are some of the important problems that bear particularly upon an advertising campaign such as we are interested in? In this campaign of national publicity for a quality commodity which always runs into considerable expenditure, we have no way, except in the rarest cases, of checking up the effect of any particular piece of copy in any particular medium. Thus, out of innumerable tabulated inquiries, a few only in every thousand result in sales. These are properly credited to the various sources of their origin; and yet we should want to believe that the mediums concerned really accomplished more for our sales than just these visible records indicate.

We naturally should like to know more fully to what extent our copy has struck home or the medium has carried our message. Of course, if we had an unlimited amount of money to spend, we might be pretty sure, on general principles, of the value of a great many mediums in appealing to a prosperous class of people. But, being under the necessity of planning our campaign within certain definite limits, we want more specifically to narrow the problem down to determining just what mediums will serve our purpose best. Do the mediums we have chosen cover the largest area of interested readers, or do they on the whole over-lap and duplicate so that we are not getting the largest possible

appeal out of our expenditure?

Then again, what specific tests shall we apply to a medium in order to determine its value for us? The mere matter of inquiries, which on the surface seems to indicate the drawing strength of the medium or copy, does not necessarily impress us as a satisfactory criterion; for the people who most readily respond to advertising are not always really the best or heaviest purchasers.

## THE GAUGE OF A MEDIUM'S WORTH

The fact is, the wealthier and more cultivated people become, the less demonstrative they are, and the less inclined to respond to advertising appeals by letters of inquiry. And yet the advertisement which they read may directly influence them to consider the commodity offered and on investigation lead them to purchase. Therefore the medium and the copy might do us a great deal of good and yet, basing our estimates upon responses, we should wholly overlook or deprecate their value.

We have long since set aside any such naive test as this. We, therefore, have the problem before us of setting up some sort of subjective requirements, which really amount to our own judgment, as to the territory covered by the medium and the class of people who read it. We are compelled to judge by its general editorial character and such verified statistics of circulation as its advertising manager may be able to give us.

The conclusion, therefore, that seems to force itself upon us is that we must trust to our judgment of the medium as one which addresses the sort of people who might be interested in our product, and also our judgment in

selecting the advertising agency that can prepare the most attractive, appealing, and forceful copy. Having done so much as that, we must let it go and trust Providence for the results.

#### WHEN TO FOLLOW UP

Another problem we have is that of follow-up. A goodish number of inquiries come in as responses to our appeal. How shall we follow these up? All the enthusiastic talk on follow-up by persons who have some complete manufactured article to sell does not apply to our conditions. The purchase of brick is only one of the many elements that enter into building a house. Now, all sorts of irresponsible people, who may merely want the booklet offered, or who may not be seriously figuring on building, are nowhere near the purchasing point, if they ever will be.

We could not possibly send out salesmen to all the inquiries that are made, for the simple reason that experience has shown us in our various city centers that when the salesman runs down any considerable number of these inquiries, he finds many of them to be wholly irresponsible people, such as darky barbers, bricklayers, coachmen, or other such financially incompetent people. It is evident that to send salesmen out through the country to follow up these inquiries would involve a simple waste of time and money. On the other hand, to try to sell, for instance, a hotel, church, school, or an office building by a follow-up letter would be the height of folly. The follow-up letter or literature may indeed arouse and keep interest alive for a time, but the salesman must ultimately see the prospect and close the deal if possible.

But we should seriously like to know whether there are really any methods of answering these questions more definitely and clearly.

Then, as to this matter of salesmanship. There is an immense amount of material on salesmanship, and there are a great many good salesmen who may profit by studying it. In fact, there are a

good many very excellent salesmen who in their actual experience have learned about all the books teach, and, what is more, have put it into practice. But that doesn't necessarily settle the problem of salesmanship. What we want of salesmen is to *sell the goods*, but we find that, however competent the salesman may be, he is not able to sell his goods under certain conditions of competition or under certain conditions of the market.

You might develop the most wonderful Izaak Walton in the world and furnish him with the most wonderfully improved tackle, but if you set him down alongside of Salt Lake to fish, he would wear away his young life and not get a bite. On the other hand, where conditions of business are prosperous, you can send out the poorest kind of salesman and business will be thrown at him and stick; he can't get away from it.

What I am getting at or trying to say is that in a great many cases, problems are suggested and very wise and worthy solutions are offered, but the wise and worthy solutions do not deal with the actual difficulties in the case. In such a case as this we are talking about, it is quite irrelevant to deal with the salesman's knowledge of his goods, knowledge of his market, or his personal competence, for the simple reason that the whole nub of the matter lies in exactly those conditions over which a salesman and his most eminent employer have absolutely no control.

Here is another problem that presents itself in discussing this sort of question. We will say PRINTERS' INK, as an expert on the subject, suggests to me as a brick man means by which I can develop my salesmen, open up my market, and deliver the goods to responsible customers who can pay for them. Those are the satisfactory conditions I want to secure. But now my success in thus training salesmen, developing a market, and landing responsible customers must be based upon principles which are equally good

for my competitors. As a matter of fact, much of the advice which I receive goes on the basis that my competitors are really stupid or asleep, and that by my alert cleverness I can get ahead of them.

But that really is not the way things happen. All the advice which is given to me as a manufacturer is likewise given to my competitor and, other things being equal, he has got about as much gray matter as I have.

The thing that is really wanted, or at least that I ought to know how to do, is to *create or develop* more people who really want to buy my kind of goods, whose tastes constantly improve, and with the improvement of whose tastes there comes an improvement of fortune, enabling those tastes to be gratified. For instance, there are thousands upon thousands of people in this country who would like very much to build a beautiful house and they would like to build it with face

brick, just exactly as your humble servant is one of thousands who would like to buy a Pierce-Arrow or a Packard; but neither they nor your humble servant actually have the *pazaza* with which to pay the bills; consequently, the houses are not built and the automobiles are not bought.

Show me how to get the money and the Packard man or the Pierce-Arrow man has long ago sold me a machine. Show a lot of people in this country how they can get the money and I have long ago sold them brick houses. But they haven't got the money and the conditions of business are not such, at any rate just at present, as to enable them to get it.

#### Chicago Has a New Kind of Bread

Honey-Rice Bread is the name of a new advertised product that is being introduced in Chicago. This bread is made of rice flour and honey, by Carl Sulzer, the Chicago baker who has advertised a Bran Bread.

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

## Some Things a House-organ Shouldn't Do

Some of the Experiences and Mistakes of One Who Has Promoted and Edited Five Nationally Known House-organs in the Last Eight Years for Three Large National Advertisers

IT has been said that it is the ambition of every man that walks eventually to own an automobile. In the same way it must be the ambition of everybody who takes up advertising work some day to edit a house-organ. At any rate it is hard to put your finger on veterans in the business who have not had that ambition at some time or other, or who have not gone "to the mat" with an unappreciative management over the "need" of one. There is something alluring in the thought of seeing one's name under the head as "editor," and, of course, it has ideal possibilities for gratifying vanity.

Speaking as one who has been through the house-organ mill, and who still believes in *well-edited* house-organs, I state that their value is unquestioned. More than one man has become famous via the house-organ route, but when one sees the budding crop of 1915 house-organs, he is inclined to wonder if too many advertisers are not letting vanity get the upper hand of judgment!

I know one ex-house-organ editor, for example, who had a great pent-up ambition. He wanted to out-edit the "Timken Magazine," and was out to sell the old man on the house-organ idea, once and for all. The old man, however, must have been from Sedalia, because the best the budding young editor could get out of him was permission to issue a monthly four-page sheet to present users. "They are sold already," reasoned the boss, "so you can't do them much harm, and a little attention might make them feel good."

But it was a starting-point. The first few issues as usual came out sparkling with long-fermenting

ideas. The usual round of applause followed; and then it was the old, old story of "My Kingdom for a New Idea!" One has to edit a house-organ to appreciate what a difference a few issues make in the original stock of ideas.

Just as things began to look hopeless for a real new idea, the superintendent of the factory—it was a concern making computing-scales—came along and thought it would be a nice thing to have a corner part given over to the up-keep of the scale.

"It doesn't have to be too technical, you know," he suggested, "but just a few paragraphs of practical help in keeping the scale in the best condition possible."

"Great stuff," said the sales manager, "it will cut down complaints and make better boosters."

"And it will also save the repair men," chimed in the head of the inspection department.

And so thrice O. K'd, the department went in. It was decided to give it the form of a Laura Jean Libby corner, where the enthusiastic users would write in for expert advice. It is of no consequence here that all the letters were written by one person, who answered them at the same sitting. This bridged the difficulty caused by not getting any inquiries from users, and also did away with the danger of any curious person embarrassing the editorial staff by asking a question it could not answer.

### THE COMPETITOR WAS A BUSY BEE

Seemingly the new department was a great success. It gave the superintendent a chance to get his name in the paper once in a while, and they all felt sure that the many suggestive little tips about how to fix certain springs that might break, how to adjust this, that and the other thing, were a great help.

And so they were—to the competitors. Several months later, one of the salesmen discovered quite by accident that the competitors' salesmen read this column with special interest. They even walked way over to some friend of theirs on the mailing-list

# A RATE CHANGE

The following rate change marks the beginning of a new policy by Collier's which we feel sure will meet with the approval of advertisers and advertising agencies.

This definite information a year in advance automatically fixes the rates in Collier's so that all advertisers at all times pay the same price for space.

Collier's believes that a mere increase in price alone is not a sound selling argument, and through this new handling of the situation eliminates the waste-motion that seemingly has been necessary whenever a publication has had to increase its rates.

Effective with the issue of September 16th, 1916, the following rate changes take place:

#### BLACK AND WHITE RATES

Rate per agate line.....	\$4
Rate per page.....	2,600
Rate per half-page.....	1,300
Rate per quarter-page.....	650
<i>Rate for space measuring between <math>\frac{1}{4}</math> and <math>\frac{1}{2}</math> page—\$4.00 per line.</i>	

#### COLOR RATES

Back cover in 2 colors.....	\$3500
Inside covers in 2 colors.....	3000
Center double pages in 2 colors	6200

These rates are based on a guaranteed net paid circulation of 800,000 on each issue.

**Collier's** *5¢ a copy*  
THE NATIONAL WEEKLY

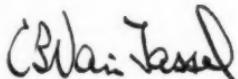
*H. C. Hammesfahr.*

*Sales Manager of Advertising*

**S**PEAKING of the women of society who not only read Harper's Bazar, but contribute to it, we are glad to announce that the October number will have articles written exclusively for the Bazar by these women:

MRS. CHARLES S. WHITMAN  
MRS. O. H. P. BELMONT  
MRS. NORMAN WHITEHOUSE  
MRS. LEONARD THOMAS  
MRS. BOURKE COCKRAN  
MRS. JAMES LEES LAIDLAW

**T**HESE articles, of course, are in addition to the regular editorial articles by Lady Randolph Churchill, Mrs. Nathalie Schenck Laimbeer and the Countess of Warwick, which are now appearing exclusively in each issue of Harper's Bazar.



*Business Manager*

*The October Number Will Go to Press Wednesday, August 25th*



to get his copy, and clipped out all the letters and the answers. So that they may be preserved to the best advantage these clippings were carefully pasted in loose-leaf binders, and as the months wore on they became the most highly prized of competitors' sales tools. You see, they used these books of clippings to show the prospect all the trouble and difficulty he would surely have if he put in that particular scale. "You don't have to take our word for it," the salesman would explain dramatically, as he worked his Romeo and Juliet from port to starboard, "here you see is their own statement to that effect. They want it known, otherwise I should not dream of saying anything about it; because no good salesman knocks a competitor these days!"

And the most exasperating part of this episode is that the company has not so far discovered any way of getting hold of those busy little black books. Competitors are so funny about giving up such things.

Some time before this happened the writer edited a house-organ for a large national advertiser selling an appliance which was used for office printing. It was greatly desired by the company that the good will of printers be retained, so that no damaging knocking would be done; yet to sell the product it was almost necessary to use competitive copy.

Of course, with an experienced agency writing the magazine copy, and in turn having to pass muster before a critical advertising conference, this delicate situation was handled in a way that could not stir up trouble. But unfortunately the house-organ lacked both a thoroughly experienced editor (that was some years ago) and had only a one-man censorship. So it was not unnatural that a very undiplomatic article slipped into an issue. It took a gentle sarcastic dig at the dear printers, and then twisted the knife around a few times after it was in up to the hilt.

For some time nothing happened. Then an innocent, commonplace house-organ drifted

into the office one morning, published by a certain manufacturer of printing inks. He had a grudge against the company because it made its own inks, and here was his one big opportunity to square accounts! The whole issue was given over to this new "menace" to the printing industry. There on a full page appeared my "clever" article, with multitudinous and pertinent comment interspersed with many arrows and further comment. Maybe things didn't boil around that office for the next few days; is it any wonder that now the advertising manager of the firm gets out that house-organ himself?

A house-organ may be a big factor in boosting sales, but unless the editor is a veteran and a diplomat, watch out! When you say so much you are apt to say too much. You can never tell at what moment a seemingly innocent and clever article is going to stir up a hornets' nest about your ears. It is always a temptation to liven the issue up with something sensational, and as sure as you begin to get sensational in a house-organ you can clear the decks for trouble.

#### "LEAKS" FROM WITHIN THE ORGANIZATION

Even when the paper circulates entirely within the organization it is surprising how articles will keep continually creeping in that bring the management buzzing about one's head.

I know of a case where a certain specialty manufacturer in the middle West became bitten by the house-organ bug and, fired by enthusiasm, decided to publish charts showing what lines of business were buying strong each week. Then below he would print an "inspirational" appeal to his salesmen to jump in and sell that line. It wasn't long before the salesmen began to write in and complain that instead of this line being easiest to sell, they invariably found it the hardest. Competition had beaten them to it, and instead of being able to go in and make an uncontested sale, they had to sell against competi-

tion which had been on the ground first—a costly proposition. You have one guess as to how the competitors got there.

The same company at one time foolishly used to print the names of big concerns that had put in its equipment, until it woke up to the fact that no sooner did the competitors find out about these sales than they were right on the job trying to trade out that equipment for theirs. Experience had taught them that while an equipment was new, it was usually bothersome, and that made trading easy.

But, you say, don't let your outsiders get copies of the house-organ. You will find, however, that is something easier said than done. I don't care how loyal your men are, copies leak out as sure as fate. This is especially true when they contain figures showing the sales scores of the different salesmen. It seems that salesmen can't resist showing people what wonders they are, by calling attention to the score-board, and just as soon as a copy of the paper leaves the office it will fall into the hands of some third party, and from there find its way into your competitor's office. In fact, I know of a case in a Western city where a cub salesman used to sell his copy to the competitor's manager for a dollar a copy. It was a dollar a week easy money, and with a dollar you can buy twenty cigars, if you don't care what you smoke.

And so the whole house-organ problem simmers down to that of getting an editor who has had experience enough to know what *not* to say. It is a simple matter to fill up a house-organ, and any \$25-a-week man can do it fairly well. But there are few "safe" editors who can be obtained for less than \$3,000 a year. The low-salaried man is dear at any price, and as the cases above mentioned might indicate, a positive liability to an advertiser. This is true even when the galleys are scanned by those higher up. And it is doubly true when the house-organ is published by an advertising manager of limited experience, who sees in it an opportunity to turn the fame corner quickly!

House-organs unquestionably have their place in advertising—but not the half-baked kind, which do nobody but our ill-wishers any good. The tremendous death-rate among house-organs is a solemn warning to those about to launch one to stop, look and listen. Remember, the first issue is a promise to your employees, dealers, users, prospects or whoever it might be, that you are going to get it out *regularly*. It is signing your name to a block of mortgage notes; an obligation which you are called upon to meet. Unless you are able to pay both principal and interest don't sign up—if you do, someone else is going to reap the harvest!

### Cigarmakers Advertise the Union Label

In Boston, the members of the Cigarmakers' Union have been assessed five dollars each to advertise the union label. There are 2,400 members of the union. All the daily papers are used, and three Boston weeklies.

The advertising is intended to enlist the support of the public in developing the cigar industry, by advancing the sale of cigars made under the sanitary conditions required by the union.

### To Secure Good Will of Auto- ists Toward Cyclers

In a recent advertisement of the New Departure Manufacturing Company, of Bristol, Conn., which makes coaster brakes, there was a paragraph addressed to auto owners asking them to give bicycles a part of the road. "Give the bike its share of the road," said a portion of the paragraph. "You and the bike are on pleasure bent. The bike has its own joy of the 'open road.'"

### John A. Priest Joins Indian Organization

John A. Priest, until recently with the advertising department of the Worcester *Gazette*, has become a member of the advertising staff of the Hendee Manufacturing Company, at Springfield, Mass., which makes Indian motorcycles.

### O. P. Hand With Burd Company, Rockford, Ill.

O. P. Hand has been appointed director of publicity for the Burd High Compression Ring Company, Rockford, Ill. For 14 years he has been advertising manager of the Minneapolis Iron Store Company.

# *Men's wear and the woman's influence*

The attention of manufacturers of clothing and other men's wear is directed to a full-page advertisement on page 47 of **THE LADIES' HOME JOURNAL** for September.

The facts there presented are drawn from the experience of leading retail merchants. Our research men traveled 32,000 miles. They visited the 100 largest cities in the United States, and 65 smaller representative cities and towns. They interviewed 1016 retail merchants, jobbers, men's wear stores and haberdashers.

Among the things they learned were these:

- (1) That in department stores more than 75% of the men's furnishings is sold directly to women.
- (2) That one-third of all men's furnishings in *all stores* is sold to women.

(3) That, considering the indirect influence exercised at home, *women are probably 50% responsible for all sales of all things that men wear.*

The clothing buyer in one of the biggest stores in the country said:

"On the average 70% of our sales of men's clothing are to women. Some years ago men's clothing stores did not want women customers; but now if a store has the real goods, it welcomes women's trade. Women are better judges of styles, fit and cloth. In boys' wear the women buy more than 90%."

Women's influence, however, goes much further than the purchases which she herself makes at the store.

A merchant summing up his experience in managing a chain of clothing stores said:

"Three-fourths of the suits we sold in our seven stores, women had something to say about. The woman goes to the store more often in the small towns than in the cities. But almost invariably before a man gives a decision on a suit, he will take it home for his wife's approval."

Man is notoriously a poor buyer of personal things. He is too easy to please.

Women are familiar with prices, qualities, and the ways of finding the best for the money. Women are particularly good judges of textures and of the wearing qualities of the cloth, whether it be worsted in a man's suit or the sheerest silk in his hose.

And not least of all, women are well trained to buy by brand. They are accustomed to remember trade-marks, to ask for goods by advertised names. They have a distinct loyalty to brands which they have found satisfactory.

\* \* \* \*

Among the American houses which have stood for progress in selling, manufacturers of clothing and other men's wear have long been conspicuous..

They have been leading advocates of better retail conditions, of more intelligent salesmanship and advertising.

Today, it seems to us, a new opportunity is open to them—to enlarge and safe-guard their sales by advertising their goods in the woman's own periodical.

**THE LADIES' HOME JOURNAL** stands forth as the logical medium for this advertising. It enters 1,600,000 homes every month. These homes are the normal, substantial homes in each community.

In the last six months the **JOURNAL** editors received 260,000 personal letters from readers seeking advice, ideas, inspiration; 50,000 were about home-building, 10,000 about the care of babies, 21,000 about home parties. Such correspondence pictures in clear line the loyal, womanly, home-loving **JOURNAL** type.

This is the type that goes out and buys the mens folks' underwear and hosiery.

This is the type that gives long and careful thought to the boy's first long trousers—the type that meets her husband at the clothing store, the type that suggests before he goes to buy, and helps him select when the suits are sent home on approval.

Upon the great body of woman's opinion depends half your sales.

**JOURNAL** readers mould that opinion.

**THE CURTIS PUBLISHING COMPANY**  
**INDEPENDENCE SQUARE, PHILADELPHIA**

## Educating Consumers to Make Profitable Use of the Product

## The Suggestive Experience of the Incubator Industry

By S. C. Lambert

IT may seem purely a matter of arbitrary choice as to whether one's goods shall be sold through dealers, or by mail direct to the user. A man may have a personal preference for one method or the other, and perhaps he imagines that his preference may be allowed to rule. But it isn't so simple as all that. Conditions frequently exert a tremendous influence over the choice of selling methods, and the man who is led by his natural preference into making a false start sometimes finds that he is obliged to start all over again on a different basis.

True, there are some industries in which both methods seem to exist side by side (we are not dealing here with general merchandise, but with particular lines of goods; not with the problem of obtaining distribution through mail-order houses, but with a strict factory-to-consumer policy). The garden-seed business, for example, includes some very large concerns which sell direct by mail, and a group, equally large or larger, which sell through dealers. Upon examination, however, we find that it is not a question of preference for one method or the other:

it is rather a problem of cash versus consignment, of market divisions, and the disposal of left-over stock. The market gardener, or the owner of large estates, who buys seeds by the hundred dollars' worth is a different class of buyer from the man who wants a few cents' worth of assorted common varieties for his

backyard garden patch. Then the problem is complicated by the existence of many retail seedsmen, who are at the same time producers. Mere preference cannot determine the selling method. It requires a knowledge of conditions.

GENERAL RULE FOR DETERMINING  
SELLING METHOD

There does not seem to be any general rule which will indicate the proper selling method, unless it is this; that where service is needed to back up the sale, a direct-to-user system is suggested. The service may be rendered by correspondence, as in a mail-order business, or through the sales force or special representative, or

DIRECT CONNECTION WITH THE MANUFACTURER IS  
ESTABLISHED BY THE GUARANTEE.

CONNECTION WITH THE MANUFACTURERS,  
ESTABLISHED BY THE GUARANTEED

both, but it is rendered *direct*. There are conspicuous exceptions, however, as in the case of automobiles and trucks where dealers are necessary to share the financial burden, and in certain lines of electrical equipment where the dealer is the electrical contractor with more or less technical training. But the great majority of

products which require service to the user after the sale is made, are sold direct, either by mail or by the sales force.

#### WHAT REALLY DETERMINES SUCCESS

Now there are plenty of articles which obviously require no service after the sale is made; anybody can get satisfactory results with a safety-razor or a modern camera, for example. And there are plenty of the goods which need expert attention, which only a trained man can give. But in the middle ground there are numerous products which do not readily classify themselves as belonging to one class or the other. Take incubators, for instance, simple, low in price, anybody can operate them almost anywhere—why aren't they in the same class with Kodaks and Gillette Razors? Why not put the necessary simple directions in the catalogue, and let the dealer help carry the financial burden of a "short season" specialty? Because, briefly, the success of the incubator depends not so much upon its hatching ability, as upon the ability of the purchaser to raise the chickens after they are hatched. Manufacturers in widely separated lines may find the experience of the incubator people suggestive.

As a matter of fact, there have been many false starts in the incubator industry. It was recognized practically at the start that the sale of any considerable number of incubators depended upon the education of the public in the pleasures and profits of chicken-raising. The prospect must first be persuaded that he *could* raise chickens by the incubator method, and that he *wanted* to raise them. Any discussion of the relative merits of different makes of incubators was best left until after that object had been attained. So far, the analysis of the sales problem was perfectly sound, but in the application of it there were some serious errors.

At one time there were a number of concerns which advertised that fabulous profits could be made from incubator chickens—\$1,000 to \$3,000 a year, and even

more. Some of these concerns actually had incubators for sale, while others sold "plans" to prospective chicken-raisers at a dollar or two per set. Most of those concerns have gone out of business, but the industry still suffers more or less from their misdeeds. Even when the incubators these concerns disposed of were efficient, there was no attempt whatever to instruct users in their proper operation, or in the care of the chicks after the hatch was accomplished. So there is a choice collection of second-hand incubators, floating about, and a large public which thoroughly distrusts any claims which are made regarding the raising of chickens for profit. Needless to state, this public is substantially augmented by those who purchased the "plans" for getting rich off half an acre of ground.

Meanwhile there were serious attempts by concerns with thoroughly reliable products, to take advantage of the interest in chicken-raising and to obtain wide distribution through jobbers and dealers. To a certain extent the object was attained, and the goods were sold. But the average dealer who handled incubators knew nothing about raising chickens, and was not equipped to give the service his customer needed, even when he was willing to give it. Result: an addition to the number of disgruntled poultry-raisers, and an increase in the available supply of second-hand incubators. Evidently the average retail hardware dealer was not available as a medium for the successful handling of incubators. As H. H. Johnson, of the M. M. Johnson Company, Clay Center, Neb., puts it: "The dealer in the incubator business is a real hindrance to the eventual buyer."

#### WHERE THE JOBBER FELL DOWN

"In our own personal knowledge," Mr. Johnson continues, "a jobbing concern has closed out two whole stocks of incubators and brooders that would not stand the test of mail-order advertising.

"A mail-order concern is surrounded with guarantees. What-

ever we say in an ad must be lived up to. Not only do the publishers require this of us, but the Post-office Department requires it.

"In the case of these incubator stocks, the manufacturers found that to put out ads strong enough to attract inquiries and make sales would have forced them to say things that were not true, and would have got them into difficulties with the Post-office Department.

"The jobbing house was not hampered in any such manner. When conditions were right and the stocks had to be moved, they simply made a low bid and took over the goods. They were sold to the dealers through traveling men. In case of complaints, which were frequent, the customer, after long delays, was told that the concern that had manufactured the machine was out of business, and of course, could not make good on it.

"Now, this is a fair average case of incubators in the hands of the dealer. A live incubator concern is bound to do business through the mail. A dealer is not a necessary element in sales making. There is no possible service he can give the buyer. He is not a chicken-raiser; he does not know how to take care of the chicks while they are in the incubator, nor does he understand how to feed nor how to market.

"We claim to make three times as many incubator sales as any other one factory. We do not stop at making the sales; we are qualified to take up the poultry business step by step. We do not like to sell a man a bunch of 10 or 20 incubators unless we know that

he is absolutely sure of what he is about.

"Our idea has been first, last and all the time to sell the incubator, but to sell it to someone who would succeed. The service idea, as a talking-point, is over-worked. The average dealer is not in shape to give the customer service.

"To handle incubators, and to succeed, we have to be in direct contact with our customers. The customer who uses the incubator

"OLD TRUSTY" INCUBATOR COPY CREATES CONFIDENCE BY REPRODUCING PHOTOGRAPHS OF MEMBERS OF THE JOHNSON FAMILY

has to be in direct contact with the man who makes it. It is a necessary short-cut. No two people raise chickens exactly alike. The plans of successful poultry-raising are as many as there are poultry-raisers."

Thus it is evident that the incubator business is naturally a problem of direct selling. But

right here, a distinction must be made—a market distinction. Incubators are still sold through dealers, in large numbers, but they are chiefly the higher-priced machines, and are sold to successful poultry-raisers who do not need instructions. The market is divided squarely into two sections, of which by far the larger part consists of amateur poultry-raisers who want an incubator at a cost of about ten dollars, and all of the instructions which go with

likelihood exceeds that figure.

In large part, therefore, the incubator business is a problem of direct selling, and the nature of the product leads naturally to a mail-order proposition. The advertising in the farm papers and other mediums is devoted to the advantages of raising poultry, and is designed to pull inquiries for the catalogue which does the real work of selling. The catalogues of the various manufacturers are really remarkable productions, calculated to make every reader see the possibilities of the business, and then the merits of the particular machine being advertised. The growth of the poultry business, and of the incubator business along with it, must be ascribed to the splendid educational facilities provided by the manufacturers through their catalogues and supplemental literature.

As an evidence of what the incubator people are doing in this direction, the Cyphers Company publishes, in addition to its main catalogue, styled, "The Profits in Poultry Keeping," a 32-page "Poultry Doctor Book," and four new "Service

**Make a Big Success This Year with Cyphers-Helps**

You are entitled to the helpful suggestions of the Cyphers Co. experts—free—whether you become a Cyphers customer or not. Let us send you this new 1915 book in which you get the benefits of our 18 years' experience. With it we will send you a large special color-page circular showing you our complete 1915 offer of **Cyphers - Built Incubators \$10 and Up**

This means poultry profit insurance at popular prices. This year you have your choice of three styles of incubators, each built with same care and skill that made the name Cyphers world famous. Write today for 1915 offer and new and complete catalog. We sell everything for practical, successful poultry raisers.

**CYPHERS INCUBATOR COMPANY**  
Dept. 123, 123-125 Franklin St., N. Y.  
Boston, New York, Chicago, Kansas City,  
Dallas, Oakland



**Write for This New Book**



**Three Styles Eight Sizes**

PLAYS UP THE HELP FURNISHED BY THE MANUFACTURERS

it. Nearly all of the incubator companies sell to both classes of trade, and frequently sell the same machine direct and also through dealers in the same territory. They do not hesitate to compete with their own dealers, and the dealers do not seriously object so long as it is done frankly and openly. The buyer is required to pay the freight from the factory on a direct purchase, and this creates a differential in favor of the dealer. The M. M. Johnson Company sells about ten per cent of its large output to dealers, and the Cyphers Incubator Company, of Buffalo, in all

Department" bulletins, entitled, "Eggs and Poultry for the Daily Market"; "Poultry Keeping for Women"; "Ailments and Diseases of Chicks," and "The Breeding of Standard Fowls." These latest additions to the list of Cyphers bulletins follow twenty-four others that had been published earlier, and which cover most of the problems likely to arise in raising chickens. The reasons back of the publication of this ambitious educational series are given by the company as follows:

"First, the widespread demand  
(Continued on page 45)



*Mother and Child*  
from a painting by  
Gabriel Max

## *Motherhood*

"**N**O matter what else I neglect, I try to spend an hour a day alone with each of my children," Mrs. Harper said to me last week. "That is the only way in which I can be sure of keeping their confidence. It is then they open their minds to me as they would never do, were any of the others present."

This is the mother in whose hands TODAY's has placed its Children's and Babies' Department. As the wife of a physician of international reputation (Mrs. Harper is not her real name), she has acquired a vast fund of scientific knowledge, which, added to her practical experience as a mother, gives her an equipment such as is possessed by no other writer of whom I know.

*Sarah Field Splint*

*Editor*

**Today's Magazine**

[This is the fifth in a series of advertisements about TODAY's editorial policy.

## A Big Advertising Medium with the Big Purpose of Serving its Readers and Advertisers.

The NEW YORK AMERICAN is big in its power because its loyal readers are so numerous and powerful that they make it big in power.

Readers exact a full measure of efficiency, accuracy, enterprise, thoroughness, ability, loyalty, patriotism; sincerity, honor on the part of the newspaper.

No newspaper ever holds year in and year out a following of several hundred thousand people if it trifles with them. They stick to a paper if a paper is consistently straightforward and able and friendly.

The NEW YORK AMERICAN evidently has met the exactions of its readers, for they have stuck to it—not for one year—but for over fifteen years—after four years of the most intensive circulation building ever inaugurated by any newspaper.

There is a big family of followers of the NEW YORK AMERICAN—actually One-Fourth of all of the readers of news-

papers in the New York territory with many readers in all parts of the country thrown in for good measure.

Advertisers who will appeal to this big family of readers, taking pains to win their confidence as the NEW YORK AMERICAN has done, will reap a great reward.

The NEW YORK AMERICAN believes its readers should patronize its advertisers and tells them to do so daily. It believes its advertisers should be very careful in their statements to the readers, and tells them so.

Co-operation between readers and advertisers—establishing mutual confidence—will make both valuable to each other. The readers benefit by buying from advertisers and advertisers benefit by getting their share of the trade of the fourth of New York.

Why not get busy, Messrs. Advertisers, and plan to spend a just proportion of your appropriation in the NEW YORK AMERICAN, the rates of which are fair to all?

## NEW YORK AMERICAN

DAILY and SUNDAY

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*Member Audit Bureau of Circulations.*



This is Henrietta Chicago (née Newyork), the sum of all the women readers of The Chicago Daily News, and Henry K. Chicago's wife.

Since their marriage she has bought a hundred million dollars worth of furniture and household goods, and she continues to buy each year at an increasing rate.

The kitchen, though, is Henrietta's special domain. This afternoon she bought a \$20,000 loaf of bread, a \$100,000 steak, \$20,000 worth of coffee, and other things in proportion.

Tillie, the highest-priced maid in America (five million dollars a year), will serve the simple \$400,000 dinner for the family.

The milk they will use this year, if turned into sea water, would float a battleship.

And as for clothes! Henrietta spends over twelve million dollars a year in feminine adornment—and the dry goods and department stores have certainly made a science of getting that twelve.

They buy more space in The Daily News six days a week (by over a million lines a year) than they buy in any other Chicago newspaper in seven days.

The makers of pianos and talking machines also know how to get their share of Henrietta's money. They buy more space in The Chicago Daily News six days a week than they buy in any other Chicago newspaper in seven days.

If a new firm wants Henrietta's trade, the way is easy: Follow the example of the firms that are getting it now.

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on the part of our customers and to-be customers for definite, trustworthy facts and advice about poultry-keeping for profit, which demand presented itself daily in the many letters received by us, asking for reliable information.

"Second, was the need of a satisfactory means for passing on to our customers the valuable results of important experiments we were conducting on Cyphers Company Poultry Farm—results that we believed should be given to our customers and the interested public.

"Third, was the firm conviction, which has long been a part of the business policy of this company, that greater success for our customers will mean greater success for us -- is certain to create a still greater demand for goods of our manufacture, provided our goods are what they should be."

The bulletins are sold at the rate of 15 cents or 25 cents each, the entire set being offered at \$1, and a permanent binder being provided for them. The fact that there is such a large demand for the bulletins is ample evidence of their educational value. The purchaser of an incubator or brooder is given the set free.

PERSONAL-LETTER SERVICE

In addition to the bulletins the company maintains a personal-letter service, which is in charge of J. S. Jeffrey, for the purpose of answering individual inquiries not covered in the bulletins. The requirements regarding the use of this service are stated as follows:

"This personal-letter service is free to all, without charge. It is open to all comers, whether or not you have ever bought any goods of our manufacture. There are just two conditions: First, that the information or advice you ask for shall bear directly on your

own poultry interests, present or future; second, that you shall be in earnest. The men in this department are busy, every work-day of the year, and wish to devote their full time to helping men and women who look upon poultry-keeping as a money-making opportunity, not as a pastime or trifling affair.

"On the other hand, if you need reliable data, practical information and helpful suggestions applied to your special needs, whatever they may be, write us fully, frankly, and we will do our best to be of real service to you. And in any emergency relating to your

**Peerless Automatic Incubators**  
Now 60 to 1,000 Eggs



STYLE OF COPY FOUND TO BE UNUSUALLY PRODUCTIVE BY  
ONE OF THE LEADERS IN THE INDUSTRY

poultry work, also write us without delay, and we hereby promise you an immediate reply, giving you the help you need, so far as we are able to do so. In brief, we now stand ready, through our personal-letter service, to co-operate in detail and individually, with every poultry-raiser who wishes to call on us for information and advice relating to his or her poultry plans or poultry work."

Another big educational feature of the Cyphers organization, which seems to demonstrate that the company has made itself a regular poultry university, where anyone may obtain any sort of technical knowledge that may be required, is the poultry farm referred to above. This is a 50-acre

farm, described as the largest and best equipped all-purpose poultry plant in existence. The farm produces chickens commercially, and is consequently self-supporting, but its value to the company in connection with the development of its machines and in the study of poultry-raising is obviously immense.

The company also publishes in book form the results of its annual \$1,000 poultry-raisers' contest.

#### TALKING THE USER'S OWN LANGUAGE

One of the outstanding features of the incubator business is the emphasis which is laid on personality in the advertising of the various concerns. The Johnson Company, for instance, features in its advertising the pictures of M. M. Johnson, who founded the company; Mrs. Johnson and H. H. Johnson, the present head of the business. Mr. Johnson writes his own catalogue, and he says that this direct, first-person appeal has become so popular that a great many other mail-order incubator men now claim to write their own catalogues, and use their pictures, prominently displayed, in connection with their ads. This demonstrates the tendency toward imitation that is evident in many other classes of advertising: whatever seems to "pull" is adopted by a great many besides the originator of the plan.

Indicating the homely way in which the Johnson concern approaches its prospects, the introduction to the catalogue is as follows:

"Another year has rolled around and we are nearly ready with our new book, so I write this as a word of greeting for our first page.

"We have never made a cut-and-dried job of getting out our catalogue or book, as we like to call it. We employ no expert advertising man to write it or dress it up. No doubt there are many things about it that can be criticized.

"But anyway it is our book—a Johnson production through and through. We look upon it sim-

ply as a big, personal letter to old friends and new ones. We write and compile parts of it day by day throughout the year as we have time and as new ideas and new experiences present themselves. In that way we believe we keep closer to the vital problems that the poultry-raiser meets with in his or her daily experiences.

"Our catalogue-writing, like our incubator-building, has grown from a very humble start. The first Johnson incubator was built with no thought of establishing an incubator business, but its true worth was evident from the start.

"It simmers down to the point that the Johnsons know poultry-raising, really understand incubators and play fair always with customers.

"We have helped half a million people to succeed with chickens and other poultry, and we want to help you succeed.

"I earnestly invite you to write, even if you are not a customer, even if you don't intend to be anybody's customer. Ask any questions that we can answer for you and we'll be mighty glad to do it."

Defending the simple style of the catalogue, Mr. Johnson says:

"We used to get strong criticism from advertising men, and many a joke was cracked at the Johnsons' expense by other incubator manufacturers, but that time is past. In fact, now most incubator catalogues are patterned after Johnsons'. Each manufacturer pretends to write his own book."

The testimonial is naturally played up strong in the incubator business, inasmuch as most inquirers are novices, who want to see how others have fared. The Cyphers plan, which appears effective, is to group these according to the character of the machine used, and then run them after the description of that particular type. The Johnson catalogue secures considerable human interest by running a large number of photos of the people who use Old Trustys, many of them being decidedly out of the ordinary. The personal side is devel-



"I READ SYSTEM, THE MAGAZINE OF BUSINESS, WITH A GREAT DEAL OF INTEREST, AND FEEL THAT THERE IS NO OTHER MAGAZINE IN THE COUNTRY JUST LIKE IT; THAT EVERY BUSINESS MAN, OR PERSON HOLDING A RESPONSIBLE POSITION, SHOULD SUBSCRIBE TO IT AND READ IT. IT IS RIGHTLY CALLED 'THE MAGAZINE OF BUSINESS,' AND I BELIEVE FROM MY EXPERIENCE WITH IT THAT EVERY NUMBER CONTAINS SOMETHING OF VALUE TO EVERY BUSINESS MAN."

*Horatio W. Mason*



**BUILDERS *of* AMERICAN BUSINESS**

**HERBERT W. MASON**

MEMBER OF THE  
EXECUTIVE COMMITTEE OF S. D. WARREN AND COMPANY

*NUMBER XXX in the series of portraits of readers of SYSTEM*

oped again by pictures of the Johnson family, their home and the house "where mother and sister live."

On the advantages of using actual photos to back up the talk about the incubators, Mr. Johnson says:

"It took me a long time to think of cuts as pictures or pictures as cuts. It probably doesn't bother you as it did me, but I doubt if you realize all the time the importance of whether a cut is a stock cut or a half-tone cut. A stock cut is from an artist's drawing, and it is the subject of careful expert work. There are kinds of stock cuts that help one to get the correct idea. Do not understand that I would do away with stock cuts, because there are plenty of honest ones.

"We use mostly half-tone ones made direct from the photograph. This plan leaves no room for disappointment. It is easy for an artist to picture an incubator, fill it up with imaginary chicks and hang the thermometer in just the right place. In a word a man can make a stock cut to support a theory that has only his imagination to support it, but a half-tone from a photograph is less flattering and more truthful."

#### A "SHORT SEASON" SPECIALTY

And the "book" is simply crowded with reproductions of photos taken almost everywhere by Old Trusty owners, and showing them, their chicks and their children, all in a most interesting and unconventional fashion. The Johnsons have certainly departed from ordinary advertising methods in getting out their catalogue, but they manage to get mighty close to the reader of it.

Inasmuch as the idea of using the incubator is to get early hatches, most of the incubator advertising is done in the fall and winter. A year's business has to be crammed into a few months. This is one reason why the manufacturers spend a lot of money for advertising—it is up to them to develop the demand quickly and convert inquiries into sales while the hatching season is on. The

manufacturers usually begin the season in October with small space, leading up to large space, often full pages in December, and January, after which the smaller ads are run until the campaigns taper off late in April or May.

The feelings of the manufacturer who has spent a lot of money making up stock all summer, and who has a great deal more tied up in advertising contracts, which are relied on to move the goods in the warehouse, are graphically suggested by Mr. Johnson, who writes:

"Our anxiety is usually considerable in the fall of the year. Personally, I have been in the incubator business with father since a boy, but there is never a fall when I am not nervous. In the fall I have the realization that we are stocked to the top with raw material; that we have obligated ourselves for thousands of dollars' worth of advertising: I am able to make a list of our liabilities:

"The comeback, that is the business and the orders, is a thing that I cannot bank on as a certainty. I have heard advertising men say that the publicity can't help but bring business, yet we all know that queer things happen. Every year, though, I am a little more sure that the incubator business has come to stay.

"The heavy part of the incubator-buying season is from December to the first of June, though we do not miss a day through the summer and fall in getting orders. The number, however, is greatly decreased as compared to February or March. There is, consequently, a lean period. We have considered side-lines, and experimented with several things to fill in with, but have since abandoned the plan.

"It requires considerable capital now to swing a large incubator business, for the reason that it is all going out in the summer and fall, and we spend a lot more than we take in. What will come back is largely a matter of guess-work. However, we have never had any campaigns fall down on us,

though, on the other hand, we have never been sure of any, in advance.

"We have used large space and small, and I am even now unable to say whether the large ads are more profitable than the small ones. In some papers big space brings more than twice the number of inquiries than half the space produces. In other cases the large ad gets little more attention than the smaller ad. I have no idea of the proper explanation of this, but the condition exists. Some papers have a stronger appeal with big space, while others seem to have a limit. If you go beyond the limit, the cost of inquiries rises."

So much for the working out of the incubator sales problem. As stated at the beginning of this article, it is not altogether unique. There are numbers of products which require a certain amount of service after the sale is made—service which the dealer may be more or less unwilling or unable to give. There may be features of these incubator sales plans which the manufacturer of such a product can easily adapt to his own business. Perhaps a change in the catalogue would accomplish much, without disturbing the selling plan at all. Perhaps a series of bulletins distributed through the dealers would help. In any event, it is plain that if the service is not given by some means, it is likely to result unfavorably.

### Telling Housewives When to Buy Fruit

In Canada fruit growers are co-operating with dealers this year in an effort to secure an adequate and equitable distribution of their products. Five thousand growers contributed jointly to a fund, and advertisements addressed to the consumers appeared in 250 newspapers, while the retailers were provided with the same information through the trade press. The advertising was in the nature of bulletins, changed weekly, and occupying one inch single column. One of these read as follows:

#### FRUIT BULLETIN

Raspberries, Niagara District grown, are about done, and Black Currants are also nearing an end. The ever-popular and delicious Lawtonberry—large black Thimbleberry—and Tomatoes are beginning to make their appearance.

### Eleven-cent Stamp Issued

The issuance of an eleven-cent stamp has been authorized by the Postmaster-General and the Post Office Department is now prepared to supply stamps of this denomination to postmasters. The new stamp will be used chiefly in prepaying postage on parcels and postage and insurance fees on insured parcels amounting to eleven cents.

The local postage rate upon parcel post is eleven cents upon parcels weighing twelve and thirteen pounds. In the first and second zones packages weighing seven pounds take eleven cents. In the fourth zone eleven cents is required for two pound parcels, and in the seventh zone for one-pound parcels. The rate in the seventh zone for eleven pounds is \$1.11. Hence it was found that an eleven-cent stamp would meet a widespread need and demand. Postmasters desiring a supply of the new stamp may now make requisition for it.

Ordinary stamp issues now embrace denominations from one cent to twelve cents, inclusive, and five additional—15c, 20c, 30c, 50c and \$1. The eleven cent stamp bears the head of Franklin in profile, from Houdon's bust, and is printed in dark green ink. It is of the same shape and size as the other ordinary stamps.

### Department Store Changes Outdoor Bulletins Monthly

Since the first of the year G. C. O'Brien has been running for Kaufmann's department store, in Pittsburgh, a series of painted outdoor bulletins, the copy being changed monthly. There are ten of these signs, all illuminated. In January the "White Goods Sale" was featured, in February the "Furniture Sale," in March "Household Goods," etc. In addition to this series Kaufmann's has used regular outdoor display to advertise the grocery department, men's clothing, sporting goods and other lines.

### City Uses Newspapers to Advertise Itself

Bristol, Pa., has been using page advertisements in a list of newspapers to tell the things about Bristol worth knowing. One recent page advertisement was illustrated with seven half-tone pictures of some of Bristol's leading industrial plants. The copy told briefly why Bristol is a logical location for manufacturers because Bristol possesses everything of a general character desired by manufacturers.

### L. K. Smith Again With "El Comercio"

L. K. Smith, who formerly represented *El Comercio*, has become Western manager, with offices in Chicago.

Other recent additions to *El Comercio*'s staff are N. Barrett, F. F. Gilmore, Jr., W. S. Rogers and W. B. Milnor.

~~410,000~~  
**425,000**

Orders in for September issue of Hearst's Magazine, Monday, August 9, totaled 410,000.

Friday, August 13, these orders had increased by 15,000 copies, making a total of 425,000 for September.

The rate—\$1.25 per line for space exceeding 56 lines—is still in force, but will be withdrawn when the issue shall reach 450,000.

No magazine in America is growing so rapidly as Hearst's—just ask your news-dealer.

*October forms close September 1.*

## Hearst's Magazine

119 West 40 Street  
New York City

908 Hearst Building  
Chicago, Ills.

It is the summer months which demonstrate a newspaper's hold on its community. The Evening Ledger for May showed a circulation increase of 6,510; June went ahead to the extent of 4,243; and out of the 10,753 thus gained, July with its pronounced vacation spirit, has filched away only 523.

Observe the rapid forward march of the Evening Ledger:—

Month	Copies per day average
January	58,726
February	64,045
March	70,947
April	82,104
May	88,614
June	92,857
July	92,334

*These figures represent the net paid circulation. All unsold, damaged, free or returned copies have been deducted.*

The combination of the two-cent Public Ledger with its distinctly "class" circulation, and the one-cent Evening Ledger, covers the buying power of Philadelphia. For the present the combined rate is 25c per line, flat, 160,000 total paid circulation.

**Public Ledger—Evening Ledger**  
INDEPENDENCE SQUARE  
PHILADELPHIA

More than 18,000 Philadelphians have incomes subject to taxation.

More than 60,000 families pay twice as much for the Public Ledger as for any other Philadelphia newspaper---pay it willingly too, for there is no inducement beyond the superiority and excellence of the Ledger.

More than 100,000 families read the Evening Ledger.

This combined quality and quantity circulation efficiently covers the buying power of Philadelphia.

The *kind* of circulation rather than the quantity, will determine your sales in Philadelphia.

Public Ledger—Evening Ledger  
INDEPENDENCE SQUARE  
PHILADELPHIA

# Building Up an Investment Clientèle by Mail

Service Work and Follow-up System Produce Results in a Difficult Field

Herbert L. Spencer

**C**ONSERVATISM with the old banking houses invariably means seclusion, and the advertising manager or ad-man who approaches these men has his biggest task assigned when he endeavors to overcome habits and formalities labeled conservatism that have been passed down from generation to generation in the banking business.

That conservatism is not seclusion is a difficult thing to make these men realize. A few of course have realized this, or thought they did, from time to time, and have advertised. Others, principally investment houses, have realized that the business of selling securities embodies the same fundamental principles found in selling everything else, and have advertised successfully.

The firm of Blank & Company, organized over half a century ago, cherished all these old-time ideas and policies. The fact is they have done a good business, never entered the investment field extensively, and new clients were secured through the old ones. Word of mouth, the best and almost unbuyable, medium of advertising had served them well.

In the fall of 1912 things in financial circles were very quiet; investigations and general business depression were injurious to the banking and investment business. It was at this time that Blank & Company entered the investment field.

The start was made with purchased lists of shareholders, for these people would have a real reason for being interested in things financial, and educational work along the line of securing their interests would not be necessary to a great extent.

These people were followed up with circulars—mostly current

news regarding financial matters—not the usual market letter, be it understood. Many of the articles were copied from the public press, the idea back of the work being to establish a means by which the investor (not speculator) could obtain accurate financial news, information and advice, not about securities that the house might have to sell, or were themselves interested in, but about securities which he, the investor, might own or care to learn about.

## A SERVICE DEPARTMENT FOR INVESTORS

To emphasize this, and that he, the investor, might realize that there was no obligation, a service department was organized. The following letter, the second in the series, explains the duties of this department from the view of the prospect:

The fact has often come to our attention during our business experience of 57 years, that bankers and brokers having advised with their clients as to the investment of funds, and the purchase of securities having been made, the client is then left to his own resources to keep himself informed of events affecting his securities.

There is a vast amount of financial news published every day, which it is almost impossible for a busy man to find time to read, and even had he the time, much of it would be inaccessible to him. He would find it necessary to do a great deal of reading each day of news that really interested him not at all and had no reference to his interests.

The Department of Service was organized in our office, and is maintained for the sole purpose of performing a service that we determined was an obligation, on our part, to our customers, the object of which is to bring to each client's attention developments of interest that affect his personal investments.

This service might be explained in a few words; it is—a desire to give timely and relevant information; and for this service to be of greatest value to the customer, he should inform us of his interests—that is all that is necessary.

(Continued on page 59)

# A. G. Newmyer Wins the \$100

Here is his answer in which he incorporated our original announcement offering the prize:

PRINTERS INK

1.15

## A \$100 Prize



Where is it more efficient for a national advertiser to spend his money for permanent Painted and Electrical Signs?

### WHY?

\$100 cash for the letter (of less than two hundred words) giving the most comprehensive answer to this query and the best reasons from a regional member of the Associated Advertising Clubs of the World, will receive the offer of The O. J. Gude Co. by August 1st.

Literary skill, grammatical excellence or professional advertising experience not essential.

	Population	Miles	Per Capita Income	Population Miles
Manhattan, N. Y.	2,590,655	21	\$12,355	
Chicago, Ills.	2,977,125	194	12,559	
Baltimore, Md.	1,790,000	77	12,174	
Philadelphia, Pa.	1,700,000	129	11,174	
St. Louis, Mo.	750,000	61	12,295	
Boston, Mass.	746,917	47	13,891	
Portland, Me.	730,000	51	14,217	
Pittsburgh, Pa.	600,000	41	16,634	
Detroit, Mich.	600,000	41	14,634	
Baltimore, Md.	583,000	35	18,840	
San Francisco, Calif.	510,000	107	5,140	
San Francisco, Calif.	500,000	46	10,849	
Buffalo, N. Y.	440,000	42	10,952	
Milwaukee, Wis.	411,000	29	16,736	
Newark, N. J.	405,000	23	17,976	
New Orleans, La.	400,000	496	2,040	
Cincinnati, Ohio	400,000	70	5,714	
Washington, D. C.	350,000	69	11,441	
Minneapolis, Minn.	335,000	51	6,493	
Seattle, Wash.	310,000	58	5,384	
Jersey City, N. J.	300,000	19	15,831	
St. Paul, Minn.	300,000	59	5,000	
Indianapolis, Ind.	270,000	33	7,716	

*Talk to the  
Nation thru  
Broadway  
Circulation!*

*CONCENTRATION!*

As the contest was limited to members of the Associated Advertising Clubs of the World we submitted the replies to President Herbert S. Houston, who kindly consented to act as judge.

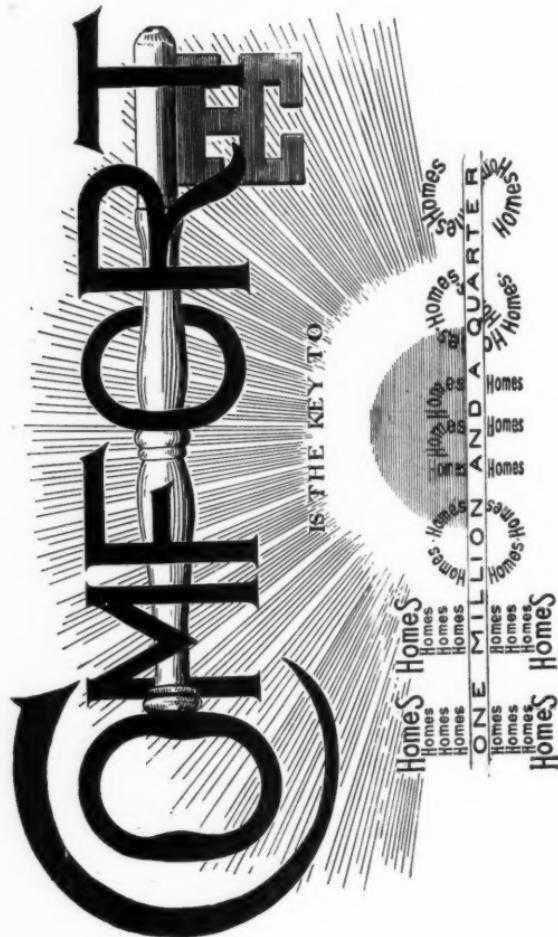
After giving Mr. Newmyer the prize he said honorable mention should be given the replies of—

Irvin F. Paschall, Philadelphia; S. E. Leith, New York; W. A. Fuchs, Allentown, Pa.; C. E. Yacoll, Youngstown, Ohio; E. M. Cummings, Rockford, Ills.; C. D. Wright, Honolulu, H. I.; E. H. Leonard, Detroit, Mich.; Walter Entemann, Albany, N. Y.; D. J. Hansen, Chicago, Ills.; J. H. Buswell, Otsego, Mich.; Geo. W. Robnett, Chicago, Ills.; R. W. Allison, Newark, N. J.; Jerome J. Schotten, St. Louis, Mo.; Raymond W. Johnson, Utica, N. Y.

We heartily concur with President Houston's decision, and congratulate Mr. Newmyer, of the New Orleans Item, and one of the best known newspaper men in the country, on his concise appreciation of the vast influence of permanent painted or electrical signs in New York.

**The O. J. Gude Co., N.Y.**

220 West 42nd Street, New York



August 19, 1915.

Beginning with the January, 1916, issue, COMFORT will not carry mail-order medical advertising.

Beginning with the January, 1916, issue, COMFORT will not carry mail-order medical advertising.

No contracts for mail-order medical advertisements, running beyond the December, 1915, issue, will be accepted by COMFORT.

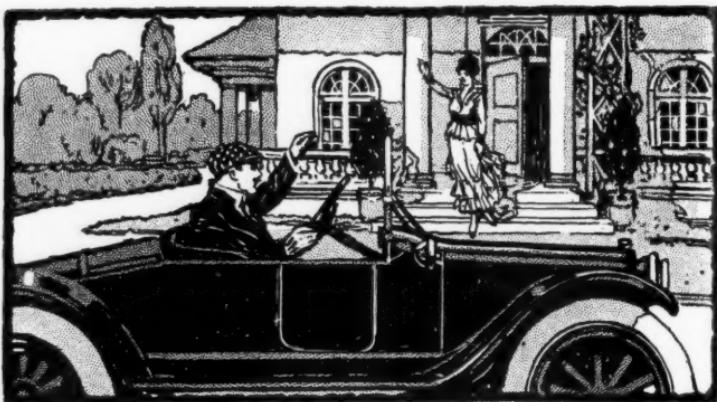
Yours very truly,



New York Office: 1105 Flairon Bldg.  
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Representative

The above is a copy of a letter just sent by COMFORT to all advertising agencies.



*Wifey.* "Why, dear, how perfectly lovely to have you home so early this beautiful summer day! Have your office hours been shortened?"

*Advertising Manager.* "Yes, that's it, shortened by finding someone I can depend upon to take some of the worry and responsibility off my shoulders. You know, Marie, ever since I took this job of advertising manager my one big, constant trouble has been with printers.

"Now, for the first time, I've found a printer I can positively count on. Our big catalog editions are turned out on time exactly as agreed, and they never try to slip anything over on me. They not only do fine work, but they have ideas, too. I got several good suggestions from them that helped me a lot on our new catalog. I don't have to watch them as I have had to do with others.

"That's why I can get away once in a while early now. So jump in and we'll take the shore drive before dinner."

*Wifey.* "How jolly! Bless that printer. Who is he?"

## CHARLES FRANCIS PRESS

30-32 WEST THIRTEENTH STREET -- NEW YORK CITY

The best equipped printing plant in America. Enthusiastic co-operation of every unit from President's desk to delivery boy. An organization it has taken twenty-one years of hard work to build. Capacity, 55,000 magazines or complete catalogs a day for any one order besides the great volume of other magazines, fine catalogs and handsomely printed books in color.

*Let Us Take Some of the Responsibility Off YOUR Shoulders*

An efficient representative is at your service.

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Perhaps as an investor in an inactive stock he may wish quotations from time to time, which are not available in the daily press, or he may wish to be posted on current events in certain fields.

A line to our Department of Service will bring this information to you. The only cost for this service is our knowledge that you are interested, and we hope that this evidence of our facilities may result in your availing of them when making changes in any of your investments.

The enclosure with this letter was a double post-card with gummed edges, and while this had no advantage in postage over a letter, it was found that they produced much better results than stamped envelopes, for the card being drawn up to secure certain information it was easy for the prospect to fill it in and return it; also the information sent was in sealed form. The principal information wanted was a list of stocks he, the prospect, was interested in or would care to buy or sell. These cards were not only successful in securing this information, but they also brought in a large number of actual orders.

#### LETTER CAMPAIGN

When a prospect's name was received it was placed upon the mailing list, and a booklet on the service department of the house was sent. Every day for a week something was mailed. Our first letter pertained to the booklet mailed the preceding day, and was merely an effort to get the prospect to read this booklet.

The next and difficult step was to show the prospect that our service was not just idle gossip, but a real service, a thing he needed. Also to get him to return our card if he had failed to do it. Our next letter told of our desire to be of greater service and how we could be:

Please read the enclosed news item. It may interest you, not necessarily because it pertains to the Union Pacific Railroad Company, but because it illustrates our way of keeping our friends and clients informed upon securities they are interested in. Knowing little of your interests, we appreciate that possibly we have been of no great service to you—we need your co-operation.

Since establishing this Department of Service, the majority of the people on our list, whether individuals, firms, banks or trust companies, have availed themselves of it.

We have been awaiting the receipt from you of the card of our Department of Service. Perhaps you mislaid or did not find it in the book recently sent you. We enclose another one with the hope that you will return it and give us further opportunity to acquaint you with our method of giving relevant information to our clients.

Can we not interest you further in our service?

Our next letter referring to the "Coal Production" book hitched up with the above letter, and backed up our statements already made regarding actual service as well as detailed, accurate and relevant information upon a subject. If the news the prospect was receiving did not interest him it was clear to him that the fault was his and not ours; also that he as an owner of securities could hardly overlook this valuable attention and service given to him without cost:

Our book "Coal Production," we feel is the most thorough and complete upon this subject published—we try to do everything in this way. If you have found leisure to look through it by this time, we feel certain its completeness has pleased you.

This book is an example of the Blank & Co. method of bringing to the attention of their clients relevant information. The knowledge of a security is only limited by the time and intelligent study devoted to a company and the industry it represents.

You have your own business and affairs to care for. The vast amount of financial news published every day you could hardly be expected to read. Our business is to read and study all financial matter, and that we may do it completely a department of our organization devotes its entire time to this work. The sealable card found between the pages of our book will be the means of keeping you fully informed upon any stocks or bonds you may be interested in. The Coal Production stocks represent but a small part of our activities, and our facilities are by no means limited to securing information upon this group. To keep in close touch with the securities that interest you, then, fill in and return to us the white card.

The brown card and the cut-out (trade-mark of house in puzzle form) with this letter are for you to keep. Properly put together, they form the symbol of permanent investment service. A sign to remember.

There is no other business I know where the customer assumes a greater risk and does it with so little care and thought as he does in the investment of his money. Even in playing the races or betting on a ball game the bettor

invariably has studied the field and knows his horse or team; yet if some friend says, "Buy Wild Cat Preferred, it's a sure thing," does this same fellow get out a financial digest or look up Wild Cat? Does he ask for its last financial report and find out who and what is back of Wild Cat? No, he just goes to some broker and says that he has a little tip on Wild Cat Preferred—what's it selling at and how much can he get for so many dollars? Maybe he will ask what the broker thinks. Usually if the broker thinks differently from what he does, he finds another broker.

PERSISTENCY NEEDED WITH THOSE SLOW TO CONFIDE

The letters that our newspaper advertising brought in confirmed what we already knew—that a great many people who can make money know very little about investing it, that many owned stocks in concerns that had little or no value. With all this in mind we kept right after those slow to confide in us, knowing that there was a real opportunity to help. The following letter decided a great number that they did need the advice of specialists:

It is our belief that the average man has found it easier to make money than to take care of it.

You are successful in your particular business. However, investment is another thing, with which you would not be expected to be as familiar as we are. This is our specialty and one in which we are experienced.

We do not mean that you lack intelligence or proper foresight, but we believe you are equally uninformed and lacking in the knowledge to do our business as we are yours, and that therefore as you would consult a doctor or a lawyer, we offer our services as a banker.

Over half a century devoted to the study of investment securities, has convinced us that our experience would be appreciated by a large number of busy men. Therefore instead of waiting for you to come into our neighborhood, see our sign and happen to want to invest, we are bringing our house to your attention, offering you our services, which you will find particularly advantageous.

Much energy has been spent by us to perfect a department of our organization for the purpose of waiting upon our friends, with the result that we have to-day a service to offer that is individual, and we have reason to believe is the best now in existence. Our aim is to keep it so—this service you

will recognize is of real value to you. We hand you a card of introduction to our Department of Service and thank you for your attention.

After this series of letters and booklets, the prospect was then left alone with the exception of an occasional news bulletin for a period of two weeks, and providing he did not answer any of our communications, we wrote him another letter, making it as easy as possible for him to reply. Our contention was that if we could but get an answer, we would have something personal to write about. It would be an opening wedge towards binding him to our house, and eventually secure his business. Recall that almost without exception our prospects were already owners of securities. This letter very rarely failed to bring a reply. Its frankness and courteous manner of showing a prospect that the house had gone more than half way, its simple, convenient method of reply, made the reader of it act.

This letter was as follows:

Not having had any word from you since (date), though we have sent you our Coal Products booklet, letters and many new circulars, it occurs to us that you are no longer interested in our service.

We should like to continue your name upon our mailing list, if you are reading our news bulletins, otherwise we feel that we are a source of annoyance rather than one of information. We do not wish to be bothersome, nor is it profitable to send undesired mail. Firstly, we do not want your valued opinion of us lessened. Secondly, our news service costs us considerable money to maintain.

Now that you have been told frankly how we feel, won't you let us know your desire? For convenience, just check the items below that explain your position and return in our addressed envelope.

Yours very truly,

1. Please continue.
2. Does not cover subjects that interest me.
3. Subjects that do interest me are:
4. Explain your service, I do not fully understand it.
5. I already have brokerage connections which are satisfactory.
6. Discontinue. I am not interested in investments or investment news.

Of course we did not wish to furnish information indefinitely without securing business, yet our policy of service required this.

On the other hand it was known to us that our prospects held securities. These very often could be sold and the money invested to better advantage or more in accordance with the client's requirements. Conservatism did not permit our saying this, so providing our service card had been returned and that mail and bulletins were being sent on all subjects of interest in accordance with the prospect's request, and yet no business was done with him, the card was taken from our record which showed the exact information received of him and about him, and the date his name was first received by us. This was sent with the letter which follows:

There is not much use in our writing if it is about something that does not interest you. We have been trying not to do this, but find that your help is needed.

The attendant card is a copy of one in our files. We believe it is correct, but it is some time since we have had any word from you and accordingly doubt its absolute accuracy.

That our news bulletins may be of the greatest interest to you, they must cover securities that you desire to be kept in touch with. That future bulletins may do this, please bookkeep for us, just a second, correcting the card with necessary checks.

The service this will enable us to render will be worth many times your effort. We are making it a greater and better service every day.

If the prospect advised that his holdings were as stated on the card or if he made changes and returned it, we then felt that we had won his respect and confidence. Providing we could show him wiser paths to follow, we advised him accordingly, but not hastily, either by a call, telephone or letter; preferably by one of the first two ways. On the other hand if the foregoing letter was not replied to, we made one more effort to ascertain that we were acting correctly:

Our correspondence with you for some time has been one-sided and we believe you to be no longer interested in our news bulletins and letters.

Absence of reply to this letter will assure us that we have presumed correctly and save you the inconvenience of writing us.

The opportunities to have been of service are appreciated, we assure you. If, at any time, there should be any

information which we can supply or questions upon investment matters that you want to ask, please remember we will be pleased to be of service.

Of course it must be borne in mind that a great many people buy securities but once or twice in a lifetime. And that a great many only invest occasionally, and that the actual percentage of people who trade often is very small. Therefore it was necessary to continue using letters that would weed out, or sort out prospects, into classes by the frequency of their trading.

In the first year and a half the service department was in operation, the letter campaign was continued, as well as a small newspaper campaign of forty-line advertisements appearing three times a week. A clientele was built up at the rate of one customer (that actually transacted business) to every seven and one-tenth names entered as a prospect.

In addition to the letters given here, hundreds of semi-form letters were sent to small groups, as well as a large number of special letters.

A name was never entirely discarded. It might go into an inactive list, or into our so-called morgue, from which it was followed up by a circular at lengthy intervals, or if it was considered worthy of a special letter at some distant date, or a call from a representative, it was filed away for this purpose.

#### Death of Walter J. Muller

Walter J. Muller, advertising manager for the House of Kuppenheimer, Chicago clothing manufacturers, died from heart disease last Thursday as he was about to board an elevator in the company's building.

#### Dwight E. Davis Joins Wheeling Agency

Dwight E. Davis, formerly with the Osgood Company, Chicago, has joined the Nemeyer Advertising Company, of Wheeling, W. Va.

#### Bode Advertising Manager of Chicago "Examiner"

E. C. Bode has been appointed advertising manager of the Chicago *Examiner*.

FOR RESULTS USE

# The Times- Picayune

NEW ORLEANS

The Times-Democrat, Established 1863  
The Daily Picayune, " 1837  
Consolidated April 6, 1914

MEMBERS A. B. C.

The strongest individual paper in the entire South to-day is The Times-Picayune. It is the only morning paper, the old paper, the established paper, the successful paper of New Orleans and its trade territory. Local and foreign advertisers have proven, during the past year, that they completely cover New Orleans and its trade territory by using The Times-Picayune alone.

*Foreign Advertising Representatives:*

**CONE, LORENZEN & WOODMAN**

Brunswick Building, New York  
Advertising Building, Chicago

*Offices in*

Kansas City, Detroit, Des Moines and Atlanta

## Good Results from Keeping Sales Force in Touch with Advertising

Incidents from the Experience of a National Advertiser Who Was Willing to Give Salesmen Some Credit for Making the Sale—Policy of Frankness Was Successful

By a National Advertiser

AFTER the "Java" Coffee Company had been advertising for some two or three years, it developed in the natural order of events that the percentage of increase in sales was not the same in each section of every territory.

Detailed statements were prepared every quarter, showing gains—or losses—if any; and the results brought to the attention of the managers of the different territories. These figures were analyzed and, in regular course, passed along to the salesmen.

In the case of large increase in sales, everything was lovely, and when the results were not satisfactory the salesmen offered the usual excuses, the blame generally being placed on "circumstances over which I have no control."

Sometimes we found a salesman who felt like hitting right back—and he was wont to "take a fall" out of the advertising.

### SHOWING THE SALESMAN—IN ALL PATIENCE

I remember one man who was called to account for not showing gains in sales in a certain city where the same kind of a campaign had been carried on—as in other parts of the same territory. He said to me in all seriousness, "You are not using the right newspaper; the *Morning Telegram* is the best paper—I see it in the hotel every day before I start out—everybody reads it."

We all know that in some cities a certain morning paper is supreme in its field; a good carrier delivery system insures its being in the homes of a large majority of the people before breakfast and—if the distance to the business

center is not far—the paper is generally left for the woman of the house, and it is pretty sure of a careful reading before suppertime.

However, this was not that kind of a city, and the evening paper was practically a 100 per cent medium as far as reaching the homes was concerned. And this was the paper that carried our advertising.

My statement to that effect was only half-convincing, so I took the salesman right over to the publication office the next time I was in the city, and asked the advertising manager to "produce." I knew what he had to offer, and it was not much of a trick for him to show us that he had more city circulation than there were dwellings in the city, and the exhibit he made was very interesting and conclusive. The salesman no longer refers to the morning paper in that city, and he seems to be perfectly satisfied that as far as newspaper support is concerned he has the best there is to be had.

I recall a case of a salesman who was not over-enthusiastic about a hanger we had prepared for use in grocery stores where our coffee had been introduced. This particular card was the only bit of advertising we happened to have for salesmen's use at that time, and it was up to me to get the most out of it.

I told the salesman a "human-interest" story to use with this hanger when he was trying to make a sale to a new customer, and he evidently followed instructions because when this town was re-canvassed some time later another salesman had the story repeated to him by a grocer who had been sold the "first time around."

This fact, of course, was brought to the attention of the salesman; in fact, I told it as one of my stock stories whenever I met the men in any territory.

I was at luncheon with a half-dozen of our men some time ago, and one of them said, "Mr. G., you are different from the advertising manager of the company I formerly worked for; he constantly claimed that the advertising should have credit for all the in-

creased business in the territory, while you seem to be willing to give some credit to the effort of the salesmen."

Even though an advertising manager has great ability and some conceit, he will not get much support from the men on the firing-line, unless he is willing to go "fifty-fifty" with them.

Someone has said, "Often the man who is most down on a thing is the one who is least up on it." If this is true, then it behooves us to thoroughly post the salesmen and explain the reasons for some of the things we do to help increase sales by advertising.

The reader may say that the sales force are under pretty poor discipline if the advertising manager invites criticism from them at all times. That is not the way it works out in our organization.

We try so to enthuse and instruct our men that they get our point of view before anyone else has a chance to disturb or upset their confidence in the plan we are working out. They evidently appreciate that "It is easier to be critical than correct"; and they are loath to openly criticize a campaign, though, as explained, they are encouraged to ask why certain things are done and just what result we expect to accomplish.

#### OPEN-MINDED, EVEN IN THE SIMPLE THINGS

Some sales and advertising managers claim that they have reduced to a science the art of "house-to-house canvassing"; but it has been our experience that there are many ways in which this kind of advertising can be done.

When we have a campaign of this kind in prospect, it seems the most natural thing in the world to ask the salesmen to report just what work along this line has been recently done, how it was received by the grocers and the net result of the whole campaign.

Here is a fine chance to at once let the salesmen in on the advertising and to get some good pointers at the same time.

Our policy is to have no secrets and I have always been perfectly

frank in talking over our failures—as well as our successes—with the managers and the salesmen in the different territories.

In this way they have come to realize that we do not claim to be infallible at headquarters, and when the campaign planned for any section has been loyally supported by the manager and the men and has not worked out as we expected I have taken over my share of the blame and not put it all up to them. Thus far it has been possible to get pretty good support for any advertising we have done, and I believe that a frank discussion of the "whys and wherefores" is much better than to bluntly tell what you are going to do without offering any reason or explanation why you are doing it.

#### State Seeks to Lessen Fruit Waste

The New York State Department of Foods and Markets has signed a contract with the Fruit Auction Company, of New York City, providing for public auctions of fruit products of the State. Daily auctions in the company's sales-rooms and at railroad terminals will begin about September first, and apples, pears and probably peaches will be offered retailers at prices fixed entirely by bidding. It is believed this will have the effect of enabling fruit-growers to dispose of their entire crops at fair prices and give consumers the opportunity of buying fruit at prices commensurate with the size of crops.

Representatives of the Department are now among the fruit-growers acquainting them with the details of the plan, and it is likely that city newspapers will be used to advertise the markets among consumers. Sales will be quoted daily in the papers.

For its services in getting the fruit into and out of the auction market the Department will charge the growers 5 per cent of what they receive for their products, which is said to be much less than they have to pay at present for commissions to private salesmen. With the income from this charge will be defrayed the costs of the auctioning and advertising the markets among retailers and consumers.

#### Frank M. Walsh With "Pictorial Review"

Frank M. Walsh, who has been circulation manager of *Farm and Fireside* for the past five years, will leave that publication on September 1 to join the staff of the *Pictorial Review*. The name of Mr. Walsh's successor has not yet been announced.

*"The wise man buys a rising circulation"*

**Question:** What national weekly circulation is growing fastest today?

**Answer:** Circulation of the Associated Sunday Magazines and Every Week.

And remember:

Together these now offer you the second *highest* national weekly circulation—at the *lowest* national weekly circulation rate.

E. W. and A. S. M. small space \$3.00 a line.

E. W. and A. S. M. quarters or more \$2.64 a line.

Guaranteed circulation 1,000,000.  
Delivery exceeds guarantee.

**EVERY WEEK**  
*and*  
**THE ASSOCIATED**  
**SUNDAY MAGAZINES**



WALTER P. WHEELER  
*Advertising Manager*  
95 Madison Ave., New York

GUY C. PIERCE  
*Western Advertising Manager*  
109 No. Wabash Ave., Chicago

IRVING J. FRENCH, *Eastern Representative*  
24 Milk Street BOSTON

*"The wise man buys a rising circulation"*



Double-page advertisement in the February issue of *Successful Farming*, prepared by the Lessing Advertising Company, Des Moines, Iowa.

## Standing a Real Test

The Wm. Galloway Company, Waterloo, Iowa, makes real tests of advertising mediums.

The Galloway Company has grown in the short space of twelve years to a mammoth institution, doing a business of several million every year with customers in every State in the Union and in most of the foreign countries.

Mr. Galloway's own expression, "Quality Goods, Low Prices and Advertising, with strong emphasis, or the loud pedal on *ADVERTISING*," contains the secret of his success.

As he sells by mail careful checking of inquiries and sales is essential. Records which have been in existence since the first day the Galloway advertising appeared are the real factor that determines the value of any publication as an advertising medium for the Galloway Company.

Last January a visitor asked Mr. Paul B. Lessing, President of the Lessing Advertising Company of Des Moines, who handles the account, and Mr. Amos Burhans, Advertising Director of the Galloway Company, whether every paper received the same schedule and the same size copy. The February schedule, then in preparation, was handed him as an answer. Several hundred papers were on the list. The copy varied from 28 lines to double-page spread. *Successful Farming* was the only paper on the schedule for a double page, a reproduction of which appears above.

Mr. Galloway considers advertising as an investment—not an expense. In the past Successful Farming had proven a good investment on copy of all sizes—as large as 8 pages in one issue. "So, why not another double page?" he reasoned.

And again Mr. Galloway was not disappointed. The investment paid well.

Successful Farming is the Nation's foremost farm monthly, up to date, and well illustrated—a potent factor in progressive agriculture—published in the center of Agricultural America, and with the bulk of its 700,000 circulation in the territory where farming has been carried to the highest development and where it has been the most profitable

Let us send you one of the maps shown below or other data showing possibilities for sales of your product in this territory.

## E. T. MEREDITH

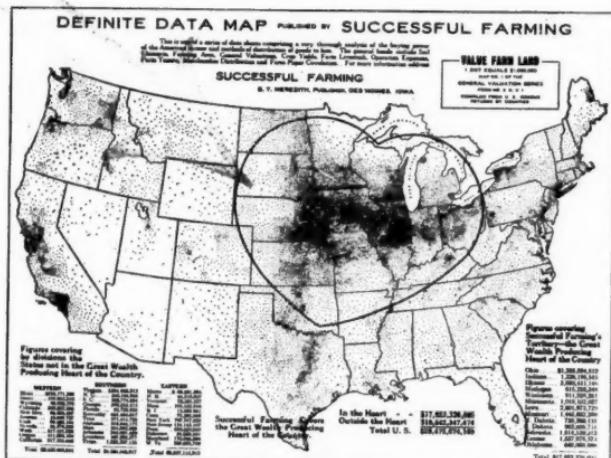
Publisher

# Successful Farming

DES MOINES, IOWA

Chicago Office  
1119 Advertising Bldg.

New York Office  
1 Madison Avenue



Each dot on this map represents one million dollars' worth of land. Their density reveals the best agricultural territory. This is one of our series of Definite Data Maps—the set comprising a thorough analysis of the buying power of the American farmer.



## Sherlock Holmes Solves Another Mystery

My Dear Watson:

There is no mystery here in Atlanta, so you may expect me back in Baker street in a few days. The case, however, has some points of interest.

In the meantime I might say that the organization known as the A. B. C. has eliminated the mysterious from newspaper circulation data and this made the Atlanta problem quite elementary.

I find that in addition to circulation supremacy being shown in the A. B. C. statements for the first quarter of this year, the net paid circulation figures for The Daily Georgian and Hearst's Sunday American for the second quarter are even more interesting.

Here they are:

# DAILY GEORGIAN . . 52,613

*7,218 More Circulation Than Second Paper  
16,006 More Circulation Than Third Paper*

# SUNDAY AMERICAN . 83,838

*31,359 More Circulation Than Second Paper  
48,228 More Circulation Than Third Paper*

HEARST'S  
DAILY  
**GEORGIAN**  SUNDAY  
**AMERICAN**

ATLANTA'S GREATEST NEWSPAPER.

BENJAMIN & KENTNOR CO., Foreign Representatives  
225 Fifth Ave., New York. Peoples Gas Bldg., Chicago



# The Reproduction for Advertising Purposes of Federal Engravings

## What Is and Is Not Permitted

*Special Washington Correspondence*

THE best thing about the decision at Washington that medals and diplomas awarded at the Panama-Pacific Exposition may be reproduced for advertising purposes is that it is definite and explicit. Heretofore it has been difficult to obtain a hard and fast rule, national in its application, as to what could or could not be done with respect to the representation for advertising purposes of Federal engravings—that is, when fine points have been involved. General principles governing the subject have been pretty well understood by advertisers, but it has not been easy, without risk of breaking the law, to get an authoritative pronouncement in special cases.

Even this current decision with respect to the San Francisco Exposition trophies, which was announced briefly in the August 5th issue of *PRINTERS' INK*, was preceded by a period of characteristic uncertainty. When Exposition officials, in order to oblige forehanded advertisers, asked that there be forwarded from Washington advance copies of the medals and diplomas which are to be awarded successful exhibitors (these bits of metal and parchment being now in process of preparation) a new issue was raised. Following the recipe,—“When in doubt, say ‘no’”—the officials at Washington who first handled the matter promptly declared that the medals and diplomas being the product of Federal coin-presses and printing-presses could not be portrayed wholly or in part. Apparently ignoring the fact that diplomas awarded to exhibitors at the World’s Fair at Chicago and other national and international expositions have been reproduced for advertising purposes, the mandate went forth that the Director of the Mint and other Treasury officials after con-

ference with the officials of the U. S. Secret Service had come to the conclusion that the making of photographs of the medals and diplomas would come under the law which prohibits the reproduction photographically or otherwise of U. S. coins and securities.

When this extreme application of laws was reported—laws already regarded in some quarters as unnecessarily restrictive, protests were made to the head of the Treasury Department, and Secretary McAdoo, after consultation with the Solicitor of the Department, announced the more liberal attitude previously indicated. The Solicitor reached his decision that Exposition medals may be reproduced on letterheads or for advertising purposes on the theory that the function of the law as it applies to exhibitors who have won awards is one of protection rather than interference or injury. All the provisions of the coinage laws, prohibiting the counterfeiting or imitating of coins of the United States, apply to the Exposition medals, but the Solicitor holds that the effect of this law is to protect the winners from fraudulent imitations and that it gives bona-fide winners the right to reproduce the medals for advertising purposes. Of course, this applies in equal measure to diplomas, etc.

### HOW THE LAW HAS HELD UP ADVERTISERS

Such diplomas from Exposition juries of awards are by no means the only products of Federal engravers that figure now and then in the ambitions of advertisers. Postage stamps, revenue stamps, bonds, certificates, currency, coins and other securities have at one time or another been made to serve the ends of sales promotion—officials permitting. Most advertisers well understand that there is a prohibition against fac-

similes of United States coins and stamps, but attempts are frequent to use some detail or feature of a Governmental engraving or to suggest the general appearance of one of Uncle Sam's securities while fighting shy of actual duplication.

What has made the situation difficult for advertisers has been the seeming lack of uniformity in the application of the law. A savings-bank in one of our Middle Western States has been allowed to emblazon its principal show-window with a huge representation of a dime, lacking only the lettering of the actual coin, while a firm in an adjoining State was promptly brought to book when it sought to circulate advertisements printed on sheets of paper the reverse of which was adorned with an example of "stage money"—an engraved design that while it might, when viewed from a distance, suggest a gold certificate, was in reality dissimilar in every way. And how often has an advertiser said "How about that" when he has seen a newspaper reproduce an addressed envelope,—postage stamp, postmark and all?

The explanation of what appears to be a surprisingly confusing state of affairs lies in the fact that the decision of what is permissible is left largely to the discretion of U. S. District Attorneys. And hence we have the old factor of individual opinion. To be sure, the enforcement of the laws against counterfeiting, etc., is in the hands of the U. S. Secret Service, a national organization, but the usual routine is for the operatives of the Secret Service, after collecting all the evidence in a case, to submit all the facts to the U. S. District Attorney in the jurisdiction concerned and leave it to this official to determine whether action shall be taken. A lenient District Attorney might pass some things in the way of advertisements that would be pounced upon instantly in other parts of the country where the letter and the spirit of the law are rigidly enforced.

Officials of the Treasury Department explain that many frac-

tures of the restrictions upon Federal engravings "get by" simply because the deed is done ere the Secret Service men are aware of what is going on. This is almost invariably the case where a local advertiser prints a picture, in a daily or Sunday newspaper advertisement, of some supposedly significant addressed envelope he has received without taking the trouble to blot out the stamp. Under such circumstances the usual procedure is for a Secret Service man to call upon the unwitting offender and, pointing out how he has transgressed, to warn him against repetitions of the advertisement.

#### ENFORCEMENT OF THE LAW

Unless there is evidence of more serious intent than appears in the average case involving advertising there is seldom any disposition to prosecute for a first offense. What the Secret Service men invariably do, however, is to confiscate the printing plates that carry designs too similar to Uncle Sam's own engravings and likewise to appropriate and destroy offending printed matter on hand. Thus an advertiser stands to lose his investment. Intent is invariably the first consideration in determining whether there shall be prosecution under the counterfeiting laws, and since it is usually a simple matter for an advertiser to show that he had no criminal intent the consequences are seldom more serious than a wasted expenditure for printing.

Secret Service officials tell PRINTERS' INK, however, that while their procedure in any given case is to some extent dictated by the evident intent involved they must also consider the degree of danger of deception (for the unwaried or unintelligent) involved in any advertising matter under scrutiny. That is why the Government officials feel that they have to be so strict about "stage money" and anything suggestive of a Government bond. When a New York newspaper some years ago issued a guarantee of circulation in the form of a handsomely engraved certificate the document was made use of by confidence-men to swin-

idle newly arrived immigrants who bought the imposing examples of color printing under the impression that they were investing in U. S. Government bonds. Similarly, there has been deception of the ignorant by the use of the make-believe bank-books, with the representation of a greenback protruding, which were at one time used by banks for advertising purposes.

Coupons, profit-sharing certificates, etc., are all liable to seizure if they are deemed to be fitted for use in entrapping the unsophisticated even though a printed design is so unlike that of any banknote or Treasury certificate as to present no element of danger to any person accustomed to handling our paper money. Indeed, it is this idea of protecting the man or woman who cannot read, but who might be impressed by the sight of numerals and a dollar mark, that is responsible for a majority of the seizures of advertising matter made by the Secret Service each year. If the Secret Service men are allowed to have their way they incline to a narrow interpretation of the law against counterfeiting, holding that anything that looks like money is objectionable. As a matter of fact they argue that when the average advertiser adopts any medium of this kind he does so in the belief that the resemblance to coin or currency will excite interest and rouse curiosity in a degree not possible with a less alluring medium.

Latterly, some advertisers have gained a measure of official sanction, by means of design patents, for things that seem to come precious near the line of the prohibited. For instance, only recently a firm obtained a U. S. design patent on a piece of Mexican currency. It is not that any person in the United States is not at liberty to make use for advertising purposes of representations of foreign securities; the ban placed on the use of reproductions of Federal securities does not extend to the engravings put out by other powers,—as witness the pictures used in the catalogues

and advertisements of dealers in rare stamps and coins—but many persons have expressed surprise that Uncle Sam would sanction individual use of a foreign Governmental production to the extent of granting a design patent covering it. However, the only difficulty about a design patent is that it is obtainable only in the case of an article of use and so does not cover a pictorial reproduction such as is commonly used in advertising. Nevertheless, for the advertiser who can serve his ends by circulating something that might rank as a medal, badge or watch-charm the design-patent route may hold some possibilities.

#### REPRODUCTION OF REVENUE STAMPS

The Treasury Department officials are, of course, just as averse to the reproduction of revenue stamps for advertising purposes as they are to the employment in like manner of currency, postage stamps or other Federal engravings. Consequently, when the emergency or war revenue tax law was passed, there were misgivings in certain quarters lest manufacturers of perfumeries, cosmetics and other newly taxable articles might inadvertently come into conflict with the law through the picturing of their product in package form,—the package showing the requisite revenue stamp. However, there has been little trouble on this score. In the first place most prints, whether from old or new cuts, show bottles or other containers without revenue stamps and, secondly, it has been discovered that a reproduction unless of poster size does not show the revenue stamp, even if it is there, sufficiently plainly to be accounted dangerous.

Cigar manufacturers have been the advertisers who at one time and another have been most inconvenienced by the rigid enforcement of the laws against counterfeiting and other similar statutes. Their troubles have been due to the fact that a cigar-box revenue stamp is so large and conspicuous that many persons do not consider that a make-believe cigar-box is worthy the name of an imitation.

if it does not bear an oblong design on a green ground that will pass for a revenue stamp. And some advertisers have, in the judgment of the officials, overdone the historical accuracy of the representations on miniature cigar-boxes.

Manufacturers of confectionery, ever on the lookout for new conceits in the form of candy-boxes, have also in some instances run counter to the prohibitions that hedge about all Federal engravings. Perhaps the best evidence of how strict Uncle Sam aims to be in such matters is found in the fact that some time ago a stop was put to the sale of souvenirs or novelties in the form of images, medallions, etc., made from macerated U. S. currency,—that is, worn-out paper money that had been destroyed by being ground into pulp at the U. S. Bureau of Engraving and Printing. A halt was called because it was found that occasionally a tiny bit of a banknote got through in recognizable form. It was difficult for the average citizen to fathom what harm could come from the appearance in the pulpy mass of these insignificant fragments of currency design (perhaps a mere suggestion of a numeral or the U. S. seal), but it was decreed that no specialties could be fashioned from the discarded currency unless the pulp could be beaten into absolutely unrecognizable form.

### A Good Salesman—As Viewed by U. C. S. Company

The United Cigar Stores Company's nine components of satisfactory service, as indexed by the inspectors of that corporation in their work of checking up the performances of men behind the counter in various United Cigar Stores, were given in an article entitled "Checking Up Service in Management of Sales Force," that appeared in the August *Current Opinion*. They are:

- (1) Prompt approach, (2) Greeting, (3) Courtesy, (4) Tact, (5) Patience, (6) Neatness in dress, (7) Ability, intelligence, knowledge of goods, (8) Salesmanship, (9) The unfailing "Thank you!"

The company's plan of sending letters of commendation or criticism, as required, to clerks in accordance with the inspector's report upon these headings was explained.

### Expansion of Thatcher Furnace Company's Advertising

Forty newspapers within easy reach of New York City, as well as two in the metropolis, are carrying copy of the Thatcher Furnace Company. The campaign has been scheduled to run three months and the appropriation approximates \$3,000. This marks the Thatcher Company's first real tryout of the newspapers, and it is likely that magazines will be added to the list by next year.

A trade-character, suggested by W. L. Dawborn, the advertising manager, is appearing in some of the copy. It has been designated as "Your 'Warm' Friend." Small metal casts have been made of the character and were offered to the public as paper-weights. Autists have used them for radiator-cap mascots, also.

Most of the advertising of the com-



**A "WARM" WELCOME—**

Make the "Heart" of your heating system a

**"THATCHER"**  
ROUND BOILER  
Steam or Hot Water

— and the reception need never be "chilly".

Especially designed for small country homes and buildings of moderate size, the "Thatcher" Round Boiler takes up little cellar room, is compact, simple to erect and correct in all proportions.

*"A Miser is Fuel — A Spendthrift is Heat"*

Ask your dealer about the "Thatcher" Line

Write for literature

**THATCHER FURNACE COMPANY**  
Since 1850

Makers of GOOD HOME BOILERS and KITCHEN RANGES  
General Offices and Exhibit Rooms:  
131-137 West 35th Street New York City



pany is direct matter. It is estimated that \$20,000 will be invested this year in all branches of advertising.

The use of a large electric sign in New York and the metropolitan papers was designed partly to give prestige to the product and in addition to keep the name of Thatcher before the crowds of out-of-town buyers. Then, too, the New York papers reach many of the small towns within the territory of the Thatcher dealers.

Among the products featured in the advertising are the combination ranges, round boilers, tubular furnaces, and "Progress" boilers. A series of hangars for the dealers' stores has been brought out, and Redfield & Fisher, the company's advertising agents, are working on other series to follow.

The Women's Ad Club, of Los Angeles, Cal., has elected officers as follows: Miss Katherine Bell, president; Miss Flora Kinch, vice president; Miss Clara Eastman, secretary, and Miss Lyla Hawkins, treasurer.

# When you look twice at a booklet

that comes to you in the morning's mail, there is more than a fair chance that it was printed on one or another of the standardized styles of

## Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy  
Cumberland-Glossy—Silkote—Semi-Dull  
Printone—Imitation Coated*



Warren papers carry with them an unmistakable air of quality and distinction. They give to any piece of printed matter—from booklet to envelope stuffer, from catalog to press proof—a character which distinguishes it immediately from others in both attention-value and effectiveness. When you want the right paper and the best paper for any possible job, specify Warren's. Send for the Warren portfolio of specimen sheets and presswork. It will show you why.

**S. D. Warren & Co.** 163 Devonshire St.  
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated  
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

# Advertisers Who Desire Real Circulation

of the advancing kind find the steady  
increase of the



a vital factor to consider.

### Note this growth:

	DAILY	SUNDAY
1908 - - -	37,500	72,000
1915 - - -	63,575	143,683

The above figures show that the EXAMINER has practically doubled its circulation during the past eight years. The reasons are many, but chief among them are the excellence of its telegraphic, news, financial, sporting, society and women's departments, and the fact that the policy of the

## Los Angeles Examiner

has been a constant one for the upbuilding of its community.

M. D. HUTTON  
Eastern Representative  
220 Fifth Ave., New York

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During this period the EXAMINER has passed and left far behind all morning and Sunday contemporaries.

The EXAMINER leads the other 5-cent newspaper by 7,951 copies daily - the penny paper by 6,975 daily.

The combined Sunday circulation of all other papers according to A. B. C. Audit, amounting to 139,448 falls short of the EXAMINER'S circulation by 4,195 copies.

The quality is assured. 78.6 per cent of all the names published in the Los Angeles Blue Book are subscribers to the Daily and Sunday Los Angeles Examiner.

With Quantity and Quality assured, the next point for the advertiser to consider, is Cost.

The EXAMINER'S rate per line per thousand of paid circulation is less than that of any other Los Angeles newspaper.

## Los Angeles Examiner

W. H. WILSON  
Western Representative  
Hearst Building, Chicago

similes of United States coins and stamps, but attempts are frequent to use some detail or feature of a Governmental engraving or to suggest the general appearance of one of Uncle Sam's securities while fighting shy of actual duplication.

What has made the situation difficult for advertisers has been the seeming lack of uniformity in the application of the law. A savings-bank in one of our Middle Western States has been allowed to emblazon its principal show-window with a huge representation of a dime, lacking only the lettering of the actual coin, while a firm in an adjoining State was promptly brought to book when it sought to circulate advertisements printed on sheets of paper the reverse of which was adorned with an example of "stage money"—an engraved design that while it might, when viewed from a distance, suggest a gold certificate, was in reality dissimilar in every way. And how often has an advertiser said "How about that" when he has seen a newspaper reproduce an addressed envelope,—postage stamp, postmark and all?

The explanation of what appears to be a surprisingly confusing state of affairs lies in the fact that the decision of what is permissible is left largely to the discretion of U. S. District Attorneys. And hence we have the old factor of individual opinion. To be sure, the enforcement of the laws against counterfeiting, etc., is in the hands of the U. S. Secret Service, a national organization, but the usual routine is for the operatives of the Secret Service, after collecting all the evidence in a case, to submit all the facts to the U. S. District Attorney in the jurisdiction concerned and leave it to this official to determine whether action shall be taken. A lenient District Attorney might pass some things in the way of advertisements that would be pounced upon instantly in other parts of the country where the letter and the spirit of the law are rigidly enforced.

Officials of the Treasury Department explain that many frac-

tures of the restrictions upon Federal engravings "get by" simply because the deed is done ere the Secret Service men are aware of what is going on. This is almost invariably the case where a local advertiser prints a picture, in a daily or Sunday newspaper advertisement, of some supposedly significant addressed envelope he has received without taking the trouble to blot out the stamp. Under such circumstances the usual procedure is for a Secret Service man to call upon the unwitting offender and, pointing out how he has transgressed, to warn him against repetitions of the advertisement.

#### ENFORCEMENT OF THE LAW

Unless there is evidence of more serious intent than appears in the average case involving advertising there is seldom any disposition to prosecute for a first offense. What the Secret Service men invariably do, however, is to confiscate the printing plates that carry designs too similar to Uncle Sam's own engravings and likewise to appropriate and destroy offending printed matter on hand. Thus an advertiser stands to lose his investment. Intent is invariably the first consideration in determining whether there shall be prosecution under the counterfeiting laws, and since it is usually a simple matter for an advertiser to show that he had no criminal intent the consequences are seldom more serious than a wasted expenditure for printing.

Secret Service officials tell PRINTERS' INK, however, that while their procedure in any given case is to some extent dictated by the evident intent involved they must also consider the degree of danger of deception (for the unwary or unintelligent) involved in any advertising matter under scrutiny. That is why the Government officials feel that they have to be so strict about "stage money" and anything suggestive of a Government bond. When a New York newspaper some years ago issued a guarantee of circulation in the form of a handsomely engraved certificate the document was made use of by confidence-men to swin-

idle newly arrived immigrants who bought the imposing examples of color printing under the impression that they were investing in U. S. Government bonds. Similarly, there has been deception of the ignorant by the use of the make-believe bank-books, with the representation of a greenback pro-trading, which were at one time used by banks for advertising purposes.

Coupons, profit-sharing certificates, etc., are all liable to seizure if they are deemed to be fitted for use in entrapping the unsophisticated even though a printed design is so unlike that of any banknote or Treasury certificate as to present no element of danger to any person accustomed to handling our paper money. Indeed, it is this idea of protecting the man or woman who cannot read, but who might be impressed by the sight of numerals and a dollar mark, that is responsible for a majority of the seizures of advertising matter made by the Secret Service each year. If the Secret Service men are allowed to have their way they incline to a narrow interpretation of the law against counterfeiting, holding that anything that looks like money is objectionable. As a matter of fact they argue that when the average advertiser adopts any medium of this kind he does so in the belief that the resemblance to coin or currency will excite interest and rouse curiosity in a degree not possible with a less alluring medium.

Latterly, some advertisers have gained a measure of official sanction, by means of design patents, for things that seem to come precious near the line of the prohibited. For instance, only recently a firm obtained a U. S. design patent on a piece of Mexican currency. It is not that any person in the United States is not at liberty to make use for advertising purposes of representations of foreign securities; the ban placed on the use of reproductions of Federal securities does not extend to the engravings put out by other powers,—as witness the pictures used in the catalogues

and advertisements of dealers in rare stamps and coins—but many persons have expressed surprise that Uncle Sam would sanction individual use of a foreign Governmental production to the extent of granting a design patent covering it. However, the only difficulty about a design patent is that it is obtainable only in the case of an article of use and so does not cover a pictorial reproduction such as is commonly used in advertising. Nevertheless, for the advertiser who can serve his ends by circulating something that might rank as a medal, badge or watch-charm the design-patent route may hold some possibilities.

#### REPRODUCTION OF REVENUE STAMPS

The Treasury Department officials are, of course, just as averse to the reproduction of revenue stamps for advertising purposes as they are to the employment in like manner of currency, postage stamps or other Federal engravings. Consequently, when the emergency or war revenue tax law was passed, there were misgivings in certain quarters lest manufacturers of perfumeries, cosmetics and other newly taxable articles might inadvertently come into conflict with the law through the picturing of their product in package form—the package showing the requisite revenue stamp. However, there has been little trouble on this score. In the first place most prints, whether from old or new cuts, show bottles or other containers without revenue stamps and, secondly, it has been discovered that a reproduction unless of poster size does not show the revenue stamp, even if it is there, sufficiently plainly to be accounted dangerous.

Cigar manufacturers have been the advertisers who at one time and another have been most inconvenienced by the rigid enforcement of the laws against counterfeiting and other similar statutes. Their troubles have been due to the fact that a cigar-box revenue stamp is so large and conspicuous that many persons do not consider that a make-believe cigar-box is worthy the name of an imitation

if it does not bear an oblong design on a green ground that will pass for a revenue stamp. And some advertisers have, in the judgment of the officials, overdone the historical accuracy of the representations on miniature cigar-boxes.

Manufacturers of confectionery, ever on the lookout for new conceits in the form of candy-boxes, have also in some instances run counter to the prohibitions that hedge about all Federal engravings. Perhaps the best evidence of how strict Uncle Sam aims to be in such matters is found in the fact that some time ago a stop was put to the sale of souvenirs or novelties in the form of images, medallions, etc., made from macerated U. S. currency—that is, worn-out paper money that had been destroyed by being ground into pulp at the U. S. Bureau of Engraving and Printing. A halt was called because it was found that occasionally a tiny bit of a banknote got through in recognizable form. It was difficult for the average citizen to fathom what harm could come from the appearance in the pulpy mass of these insignificant fragments of currency design (perhaps a mere suggestion of a numeral or the U. S. seal), but it was decreed that no specialties could be fashioned from the discarded currency unless the pulp could be beaten into absolutely unrecognizable form.

### A Good Salesman—As Viewed by U. C. S. Company

The United Cigar Stores Company's nine components of satisfactory service, as indexed by the inspectors of that corporation in their work of checking up the performances of men behind the counter in various United Cigar Stores, were given in an article entitled "Checking Up Service in Management of Sales Force," that appeared in the August *Current Opinion*. They are:

(1) Prompt approach, (2) Greeting, (3) Courtesy, (4) Tact, (5) Patience, (6) Neatness in dress, (7) Ability, intelligence, knowledge of goods, (8) Salesmanship, (9) The unfailing "Thank you!"

The company's plan of sending letters of commendation or criticism, as required, to clerks in accordance with the inspector's report upon these headings was explained.

### Expansion of Thatcher Furnace Company's Advertising

Forty newspapers within easy reach of New York City, as well as two in the metropolis, are carrying copy of the Thatcher Furnace Company. The campaign has been scheduled to run three months and the appropriation approximates \$3,000. This marks the Thatcher Company's first real tryout of the newspapers, and it is likely that magazines will be added to the list by next year.

A trade-character, suggested by W. L. Dawborn, the advertising manager, is appearing in some of the copy. It has been designated as "Your 'Warm' Friend." Small metal casts have been made of the character and were offered to the public as paper-weights. Automats have used them for radiator-caps mascots, also.

Most of the advertising of the com-

A "WARM" WELCOME—

Make the "Heart" of your heating system a

**"THATCHER"**  
ROUND BOILER  
Steam or Hot Water

— and the reception need never be "chilly."

Especially designed for small country homes and buildings of moderate size, the "Thatcher" Round Boiler takes up little cellar room, is compact, simple to erect and correct in all proportions.

"A Miser in Fuel — A Spendthrift in Heat"

Ask your dealer about the "Thatcher" Line

**THATCHER FURNACE COMPANY**  
Since 1850

Makers of GOOD House Heaters and Kitchen Ranges.  
General Offices and Exhibit Rooms:  
111-137 West 36th Street New York City

pany is direct matter. It is estimated that \$20,000 will be invested this year in all branches of advertising.

The use of a large electric sign in New York and the metropolitan papers was designed partly to give prestige to the product and in addition to keep the name of Thatcher before the crowds of out-of-town buyers. Then, too, the New York papers reach many of the small towns within the territory of the Thatcher dealers.

Among the products featured in the advertising are the combination ranges, round boilers, tubular furnaces, and "Progress" boilers. A series of hangars for the dealers' stores has been brought out, and Redfield & Fisher, the company's advertising agents, are working on other series to follow.

The Women's Ad Club, of Los Angeles, Cal., has elected officers as follows: Miss Katherine Bell, president; Miss Flora Kinch, vice president; Miss Clara Eastman, secretary, and Miss Lyla Hawkins, treasurer.

# When you look twice at a booklet

that comes to you in the morning's mail, there is more than a fair chance that it was printed on one or another of the standardized styles of

## Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy  
Cumberland-Glossy—Silkote—Semi-Dull  
Printone—Imitation Coated*



Warren papers carry with them an unmistakable air of quality and distinction. They give to any piece of printed matter—from booklet to envelope stuffer, from catalog to press proof—a character which distinguishes it immediately from others in both attention-value and effectiveness. When you want the right paper and the best paper for any possible job, specify Warren's. Send for the Warren portfolio of specimen sheets and presswork. It will show you why.

**S. D. Warren & Co.** 163 Devonshire St.  
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated  
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

---

# Advertisers Who Desire Real Circulation

of the advancing kind find the steady  
increase of the



a vital factor to consider.

#### Note this growth:

	DAILY	SUNDAY
1908 - - -	37,500	72,000
<b>1915 - - -</b>	<b>63,575</b>	<b>143,683</b>

The above figures show that the EXAMINER has practically doubled its circulation during the past eight years. The reasons are many, but chief among them are the excellence of its telegraphic, news, financial, sporting, society and women's departments, and the fact that the policy of the

## Los Angeles Examiner

has been a constant one for the upbuilding of its community.

M. D. HUTTON  
Eastern Representative  
220 Fifth Ave., New York

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During this period the EXAMINER has passed and left far behind all morning and Sunday contemporaries.

The EXAMINER leads the other 5-cent newspaper by 7,951 copies daily - the penny paper by 6,975 daily.

The combined Sunday circulation of all other papers according to A. B. C. Audit, amounting to 139,448 falls short of the EXAMINER'S circulation by 4,195 copies.

The quality is assured. 78.6 per cent of all the names published in the Los Angeles Blue Book are subscribers to the Daily and Sunday Los Angeles Examiner.

With Quantity and Quality assured, the next point for the advertiser to consider, is Cost.

The EXAMINER'S rate per line per thousand of paid circulation is less than that of any other Los Angeles newspaper.

## Los Angeles Examiner

W. H. WILSON  
Western Representative  
Hearst Building, Chicago

# Some "Quotes" from THE CENTURY'S Mail

Maybe your idea of The Century has dust on it. Brush up. Read what some of the subscribers say about it.

W.M. McANDREW,  
Board of Superintendents, Dept. of Education, N. Y. City:

"The current number of The Century is such a masterly offering that I must write to thank somebody or rather many bodies for the sustained excellence of the magazine month after month. Great! simply great!"

EDEN PHILLPOTTS,  
Torquay, England:

"Allow me to congratulate you on the recent numbers of The Century. Your general articles are very illuminating. I think The Century is the ideal of a popular magazine, which caters alike for happy youth and serious age, and gives as much to entertain, together with good food for reflection."

The Century is good. That is one reason why people pay thirty-five cents for it.

Century people are accustomed to buy the best of everything. That is but one reason why you should talk to them through the Century about your product.

NORMAN L. GROTE,

Minneapolis:

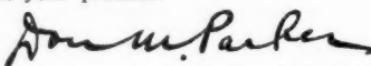
"THE CENTURY" is getting better and better every day, I think. 'Me' is the finest form of narrative that I have read in many years, and I enjoy every chapter of this wonderful novel from life.

"Taken altogether, 'THE CENTURY' is the finest magazine on the market today, without question."

DEPT. OF ENGLISH,

Wichita High School,  
Wichita, Kansas:

"Of thirty students I had in my own division, twenty-four at the end of the semester chose The Century as one of the five magazines they would like to subscribe for; of the twenty-four, ten made it their first choice."



ADVERTISING MANAGER

Keep Up With THE CENTURY

## An Advertisement That Stands the Time Test

"Stone-Tex" Illustration and Headline in Use for Years with Increasing Success—Small Space Necessitated Strong Pictorial Appeal—How Present-style Copy Was Decided Upon

THE "Stone-Tex" advertisement of the Trus-Con Laboratories has been appearing for almost three years in national publications without material change. More than this, it is probable that it will be used as it is for a number of years to come. Results that may be attributed to the advertising were satisfactory from the first and seem to grow better from year to year.

These, in effect, are the somewhat unusual statements regarding a national campaign, made by E. G. Frank, the company's promotion director. The copy referred to is 56 lines deep single column, and is headed "You Could Dip This House in Water." The illustration, which shows a house being thus literally "dipped," is the big riveter of attention, in connection with the headline, that gives the advertisement its continuing success.

"To appreciate its value to our company," said Mr. Frank, "one must understand that the Trus-Con Laboratories have a line of products covering the province of waterproofing and damp-proof products.

The Trus-Con Laboratories were originally the chemical department of the Trussed Concrete Steel Company. A few years ago the business of this department proved so large that it was decided to make an independent organization with separate officers and its own advertising department.

One of the first questions to come up from the advertising standpoint was that of a name for the new company. It was desired to make it individual and at the same time to suggest the connection with the parent company.

The Trus-Con Laboratories was the name chosen from a large number suggested.

"At the same time the advertising of the chemical products was reorganized and it was about this time that the Stone-Tex advertisement was devised. This advertisement not only brings valuable business in its own field, but also results in inquiries about other damp-proofing and waterproofing problems, all of which are in the province of our company."

### You could dip this house in water



Stucco, concrete or brick walls absorb much water, becoming damp, unsightly and disfigured. But they can be waterproofed and beautified with

### TRUS-CON STONE-TEX

#### APPLIED WITH A BRUSH

A liquid cement coating which becomes an inseparable part of the wall, sealing all pores and filling hair-cracks. Hard as fine Dampproof weather-resistant. Gives uniform, artistic color Applied to new or old walls. Furnished in a variety of pleasing tones.

It will pay you to learn about Trus-Con Waterproothing Products. Write for full information, telling us your needs.

THE TRUS-CON LABORATORIES  
178 Trus-Con Building, Detroit, Mich.  
Waterproofing—Damp-proofing—Technical Paints

THE FAMILIAR HEADLINE AND ILLUSTRATION HAVE BECOME ALMOST A TRADE-MARK

The "inspiration" that resulted in the present advertisement, with the display line, "You Could Dip This House in Water," was merely the working out of a problem to which a good deal of thought had been devoted. H. B. Breitenbach, of the J. Walter Thompson Company, who was responsible for the idea, thus tells of the advertisement's start:

"When I first gave my attention to Stone-Tex advertising the copy being used was based upon the idea of comparing the appearance of two parts of a stucco wall, one

of them treated with Stone-Tex, the other not—it was the well-known 'before-and-after' idea. The results from it were not satisfactory, chiefly because of the mechanical difficulties of making such a comparison stand out in a small-space advertisement. An advertisement of 42 lines, double column, was about the smallest space in which the idea could be illustrated, and even then it did not show up well and results were unsatisfactory, from attention-getting standpoint.

"Now, in order to make Stone-Tex advertising pay, to have it reach its logical prospects, it seemed necessary that it should use a smaller unit of space. For only a low percentage of the readers of general magazines can possibly use Stone-Tex, and these must be reached as economically as possible.

"The problem, then, was to devise an advertisement of strong pictorial appeal—one that could be embodied in small space and yet attract the attention and be retained in the mind of possible users of Stone-Tex.

"The first idea that was tried was that of comparing an unprotected stucco house to a sponge, on account of its tendency to absorb water. An advertisement was prepared in which the illustration was made by stripping a picture of a stucco house on the photograph of a sponge. The display line read, 'Does your building absorb water like a sponge? Make it waterproof with Stone-Tex.'

"This advertisement could be embodied in 56 lines, which had been decided upon as the suitable size, and it gave better results than the former ones. However, it proved difficult to make a good illustration of a sponge, and besides something was desired with a stronger, more *destructive* appeal.

"In the present advertisement the power of the display line results largely from its repression—in other words, from what it does not say. It is something like the phrase—'You can lead a horse to water'—the mind instantly supplies the rest. So, too, with

—'You could dip this house in water.' Each reader's mind goes on to supply the rest of the thought in his own words. In most cases, I suppose, it is completed in these words—but it would not get wet.' The fact that the reader's mind of its own accord supplies the rest of the thought makes it stick more closely in his memory. Thus the impression on the reader's mind is made almost without his being conscious of it, yet in enduring fashion."

The Stone-Tex illustration and headline have become a valuable asset to the company, in Mr. Frank's opinion. The illustration has come to be considered as a sort of trade-mark for the product. It is now being used on the label of the cans, as well as on signs and posters.

#### Xenia, Ohio, Papers Consolidate

Announcement has been made at Xenia, Ohio, of the consolidation of the *Daily Gazette* and *Daily Republican*, which will be published as a morning and an afternoon daily by the Chew Publishing Company, which has been organized for that purpose by James A. Chew, formerly owner of the *Gazette*. He is president of the new company, which is capitalized at \$70,000. Both of the papers involved were formerly afternoon papers. C. F. Ridenour will be managing editor of the joint publication.

#### To Sell Advertising Space in Railway Stations

The United States Depot Advertising Company has been incorporated at Cincinnati by George W. Barnes, James Gayle and Albert H. Morrill, for the purpose of handling a plan for the utilization and sale of space in railway stations for advertising purposes. The company proposes to go after the business of national advertisers, by offering contracts covering space in a large number of stations, eventually covering the entire country.

#### Livening Up the Shoe Trade

Brouwer, an advertising shoe dealer in Milwaukee, recently advertised "One dollar for your old shoes, and 50 cents for children's—when you buy any of the many styles shown in our two windows. Any old pair will do. Bring 'em in, anybody, any kind, any size, from anywhere." This was used as a means of getting business during the summer when business was dull.



The Reports  
of the  
World's Greatest  
Crop Expert  
Appear Only in

The Leading Farm Weekly of the Central West

**THE ORANGE JUDD FARMER**

Chicago, Illinois

*It's Crop Reports are unrivaled by those of the  
U. S. Government*

On June 1, Mr. B. W. Snow, the ORANGE JUDD FARMER statistician, recognized as the world's greatest crop expert, said that the wheat crop would make 950,000,000 bushels—one week later, on June 8, the Government report confirmed these figures to the very bushel, as shown by the following figures :

	<i>Snow's Report</i> June 1	<i>Government Report</i> June 8
Wheat	950,000,000	950,000,000
Oats	1,288,000,000	1,277,000,000
	<i>July 1</i>	<i>July 8</i>
Wheat	959,000,000	963,000,000
Oats	1,389,000,000	1,399,000,000

Snow's reports are regarded as official by grain men the country over and by practically everyone vitally interested in crop conditions. They appear exclusively in ORANGE JUDD FARMER and have for over 20 years. This is only one of the striking editorial features that has made ORANGE JUDD FARMER invaluable to over 125,000 farmers; over 50,000 in Illinois.

**125,000 Circulation Guaranteed**

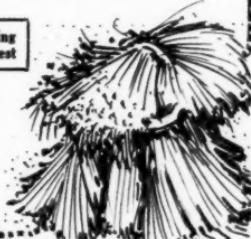
It is the intelligent, aggressive, up-to-date farmers—the kind that take advantage of latest improvements—who operate their farms as a business, that are interested in Snow's valuable and accurate crop reports.

Sample copies, advertising rates and full information regarding  
Orange Judd Farmer Crop Reports gladly furnished on request

**ORANGE JUDD COMPANY, Publishers**

*Members of the Audit Bureau of Circulations*

Headquarters: 315 Fourth Avenue, New York  
1518-1526 Michigan Boulevard Bldg., Chicago  
6th Floor Oneida Bldg. 909 Candler Bldg.  
Minneapolis, Minn. Atlanta, Ga.  
Myrick Bldg., Springfield, Mass.





**Efficiency First**

**Here's Where---  
We Standardize!**

"Miss Wallace, how many quotations did we get for printing our office forms? Six! And three of them specify Hammermill Bond? Those printers are on the job!

"Here's where we standardize our office printing. Did you hear what the boss said the other day about efficiency first

and standardization in each department? Some lecture! Since then I've been looking up paper (that's the big item) and we decided to use Hammermill Bond. These quotations confirm my decision. Make out the orders, Miss Wallace, and in future specify Hammermill Bond for all office printing."

**Hammermill Bond, "The Utility Business Paper" and the most widely used bond paper in the world, combines these advantages :**

It has excellent quality, strength, "rattle" and finish. It is the economy paper. It offers you the greatest variety: twelve colors and white, in Bond, Ripple and Linen Finishes, with envelopes to match. Large stocks are carried by agents in all parts of the country and an immense stock is at the mill.

You can probably save from 20% to 50% by using Hammermill Bond. You can certainly gain greater efficiency. We have issued a portfolio, "How to Standardize," which will be sent on request.

**HAMMERMILL PAPER COMPANY, Erie, Pennsylvania**

*Use Hammermill Safety Paper for Your Checks*

**HAMMERMILL  
BOND**

## Manufacturer Seeks to Broaden Market on Quality Argument

General Publicity of Insulated Wire Manufacturer Warns of Fire Peril in Cheaper Goods—Builders, Architects and Electricians Approached Through Trade and Professional Papers

WHEN you realize that there is a market for a high-priced product, that you are making just such an article, but that the public is ignorant of the fact, what are you going to do? Obviously, the answer is "Tell the public."

That's just the situation the Electric Cable Company, of New York, was in, and that concern's answer is contained in the advertising campaign recently begun. The company was manufacturing a high grade of insulated wire and was marketing it in a field against numerous low-price competitors. Officials of the concern knew that there were good arguments for the use of the better product, and that the best way to keep orders flowing from the 150 jobbers in the country was to let the consumer know the facts.

So at present copy is appearing in a national weekly and in publications of the electrical, architectural, and building fields. The full line of insulated wire is now being advertised under the trade-name "Ecco." The name, which is a combination of the initials of the words in the company's title, was originated at the outset of the campaign. Formerly the wire had been known by grade names, such as "Invincible" for house-wiring, "Engineers," and so on.

In the analysis which preceded by several months the appearance of advertising, it was discovered that poor insulation resulted in two things disastrous to the house-owner, fires and fast electric meters. Of the two, fires

were the costlier. The consumer copy was built around the fire danger, therefore, and defective insulation was branded as "a firebug in the home."

The copy which appeared in the technical papers dealt more with the specifications of the wire and the tests it had to pass in the company's plant. When the question of using the technical papers came up some opposition was encountered.

### AGENCY ARGUES FOR TECHNICAL PAPERS

The directors were not sure that their campaign was suited for publication in the trade-papers. But J. D. Barnhill, who planned the campaign under the direction of the John O. Powers Company, believed the technical papers



Reporter: "How did the fire start?"  
Fire-Club: "Corded wire—poor insulation."

### A costly fire

Poor insulated wire is a menace from the start and grows worse with age. Current starts to leak. Suddenly it breaks through. Fire!

#### Look out for these warnings!

Do your fuses blow out? Are your lights dim in wet weather? Does your meter run too fast? This means leakage—it's time to look into your wiring.

### ECCO Insulated Wire

doesn't leak, and won't. It's made right—more and better rubber—more care. Every inch is given eight different tests before it leaves our factory—tests more rigid than the building laws require.

We know that ECCO wire is safe. You can know it too. We will send you actual certified tests on your particular ECCO wire, if you want it. We keep a record of every foot we make. We consider ourselves responsible to you.

#### Play safe—Protect your Home and Family

You ought to know all about your wiring—how it's made, and put in, what the dangers are and how you can prevent them. Our booklet covers the subject—written in plain language. Send for it before you build or re-wire.

Electric Cable Company 17 Battery Place New York City

GENERAL MAGAZINE COPY, EMPHASIZING THE SAFETY ELEMENT

formed a necessary part of the campaign. To uphold his stand, Mr. Barnhill went before the directors.

"It may seem strange for an advertising agent to be urging the expenditure of money in the technical papers when he might more profitably for himself use general mediums," he remarked. "But I

was convinced that engineers and architects read the papers in their fields, and would have no substitutes.

"I told the directors that our advertising effort might ultimately be weakened if we did not let the technical men know what we were doing. If a house-owner mentioned 'Ecco' wire and the architect hadn't heard of it through his papers, the chances were that some other wire would be specified. But we are telling the technical men all about our product now."

In addition to the advertising in the technical press, the company is supplying architects and contractors with small specification-cards on wiring. In the past the company found a sentence of the average specifications devoted to wire and a paragraph was used to describe the location of a push-button. By putting the specification-card in the architects' offices it was reasoned that more attention would be paid to the wire.

Before the advertising was begun, the salesmen of the company were called in for a meeting. The officials wanted to sell the advertising to the sales force before the public saw it. The men were furnished with portfolios which outlined most of what occurred in the meeting and additional facts.

The company is manufacturing from 7,000,000 to 9,000,000 feet of insulated wire a month. Millions of feet of cheap wire are sold every year. The men at the head of the Electric Cable organization wanted to get some of that business for their higher-priced product. So the salesmen were drilled on the quality argument.

"The advertising plan is going to put our wire where it belongs—above the rest, on a *quality pedestal*," the sales force was told. "We are going to build up a demand, and get steady business—continual re-orders and lots of them.

"We've got to accomplish two things:

"First—get everybody wanting our wire: house-owners, architects, and engineers, corporations, central stations, everybody,

"Second—get every dealer, and jobber buying our wire.

"The first will be done mostly by advertising. The second is up to you. The company is going to help, but the real job is up to you."

#### SALES MEN MUST WORK WITH THE ADVERTISING

When the travelers went back to their territories they carried lists of the jobbers in their districts and the percentage of new business they were expected to get by the first of next year. They were told that if the advertising had not been planned the additional business would have been expected, anyway. In that way the company forestalled any inclination of the salesmen to let the advertising bear the burden.

The consumer copy seeks to show the house-owner the fire danger which lurks in defective wire insulation.

In the first consumer advertisement published a coupon was used and a booklet, "The Fire-bug," offered. It is interesting to note that out of 143 replies which had been received a few days after publication approximately half were from electrical contractors or dealers.

The dealers themselves thus anticipated one of the steps in the campaign by acting even before consumers had begun to demand the goods.

Dealers are sent a circular which shows the advertisements included in the campaign. The same circular is mailed to jobbers, who are given an insight into the plans the manufacturer has to help the dealer. The contractor is asked point-blank where he stands.

"Mr. Electrical Contractor—when bids are pruned to cut down expenses—*where do you stand?*" is the heading which greets the dealer. The dealer is told that the company will not only push good wiring, but also *proper installation*. Thus the contractor is shown that something is being done for him, also, in eliminating cheap competition and shoddy workmanship.

The present campaign has been

# ADVERTISING SOLICITOR

A large publishing house in the trade paper field wants a live hustler willing to start at the bottom and *prove*. Unusual opportunity for one with real salesmanship ability, and who is willing to *work*.

**Necessary qualifications:**

- Honesty
- Good appearance
- Education
- Unlimited Ambition**

Write, giving experience, references, etc.

**J. D., Box 307 Printers' Ink**

## Information for Advertisers

At regular intervals in these columns we have given space to facts about the Pacific Northwest as a market for advertisers and about

### The Seattle Times

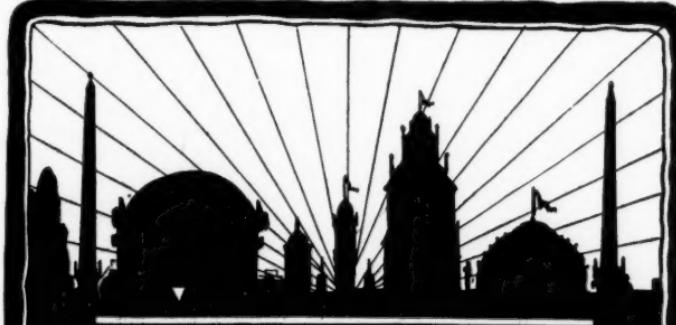
as a medium for reaching this field. Much as we have told, however, and what may be added, are but drops in the bucket. It can be truly said that this prosperous and growing section must be seen to be appreciated, but unfortunately, advertising men are much too busy to personally investigate such matters.

We are prepared, through our own office or through those of our special representatives in several cities, to go into the greatest detail—covering not alone the SEATTLE TIMES, but the entire newspaper situation, markets, governmental statistics, sales records, etc., in fact everything which thorough-going advertisers to know about fields and mediums.

### TIMES PRINTING CO.

**SEATTLE - WASHINGTON**

The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York      St. Louis      Chicago



**20.000.000 PEOPLE**  
have visited the West and the Expositions  
since January 1915 — How many  
of these have seen your poster?

**Foster & Kleiser**  
SEATTLE SAN FRANCISCO TACOMA  
PORTLAND BELLINGHAM

## Canadian Campaigns

**A**DVERTISERS influenced in the selection of media and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undnamed are some of the publications and agencies which are

**A B C**  
Members in Canada

DAILIES

<b>HERALD &amp; MAIL</b>	Halifax
(also Weekly Edition)	
<b>HERALD</b>	Calgary
<b>EVENING PROVINCE</b>	Regina
<b>TIMES</b>	Moose Jaw
<b>FREE PRESS</b>	London
<b>BRITISH WHIG</b>	Kingston
(also Weekly Edition)	
<b>EVENING CITIZEN</b>	Ottawa

*ILLUSTRATED WEEKLIES*  
**CANADIAN COURIER** - Toronto

*AGRICULTURAL WEEKLIES*  
**FARMERS' ADVOCATE** . London  
**CANADIAN FARM** . . Toronto  
**FARM & DAIRY** . Peterborough

*ADVERTISING AGENCIES*  
**H. K. McCANN CO., Ltd. . . . .** Toronto  
**J. WALTER THOMPSON**  
**CO., Ltd. . . . .** Toronto

Lydiatt's "What's What in Canadian Advertising" is an authoritative, convenient and comprehensive guide to merchandising and advertising in Canada. Price \$2.00. Obtainable from W. A. Lydiatt, 53 Yonge Street, Toronto.

scheduled for six months to be followed by a larger drive next year in proportion to results. In that event it is likely that other general mediums will be added to the list.

## Traverse to Manage New Shredded Wheat Plant

James Traverse, sales manager of the Shredded Wheat Company, of Niagara Falls, N. Y., has been appointed general manager of the Pacific Coast Shredded Wheat Company, with general offices at the new factory in Oakland, Cal., and with territory covering all the country west of the Rocky Mountains. H. G. Flint is advanced from the post of Philadelphia district manager to general sales manager, succeeding Mr. Traverse.

It is stated that the changes are inspired by the necessity for expansion in the company's management in order that the vice-president and general manager, Fred Mason, may be relieved of some of the detail and devote himself more exclusively to executive duties. The growth of the business under Mr. Mason has surpassed the capacity of the present organization, leading to a division of both the production and distribution throughout the country into two distinct zones, independent of each other, save that Mr. Mason will administer both as general executive.

## Association of 5-, 10- and 25-cent Merchants Reorganizes

At the convention of the National Association of Five, Ten and Twenty-five Cent Merchants held in Toledo, Ohio, last week the body was reorganized to consist of 40 members, representing 140 five, ten and twenty-five cent stores. The new body has a buying power of more than \$1,000,000 a year, and will operate on a co-operative plan.

The Manufacturers' and Importers' Association, which held its convention in Toledo at the same time, determined in the future to hold semi-annual sessions, one in the East and one in the West. One hundred and forty-eight exhibitors were present and it was estimated that goods were sold exceeding \$2,000,000 in value.

## Address on Paper for Direct Advertising

Robert C. Fay, advertising director of The Chicago Paper Company, delivered on August 12 a stereopticon address on "The Value of Correct Paper in Booklets and Correspondence" before representatives of Wall Street insurance and banking interests at the office of Doremus & Morse, New York City.

## Story of a Famous Family of Products

(Continued from page 8)

ment for the goods. The credit risk is also minimized to some extent because poor credit risks are not so likely to buy a high-grade product that naturally involves a larger investment than is actually necessary.

On the other hand, the company is not restricted to the moneyed class in seeking a market, as one of the strong selling arguments used is to the effect that the Burrowes product is cheapest in the end on account of durability.

It is interesting to note the practical way in which the company has given careful attention to details that help to surround its product with a true quality atmosphere. This is expressed in the office facilities of general agents, the sample equipment of salesmen and physical appearance of the catalogue and other printed matter.

Service is a highly important factor in the Burrowes company's screen business and much attention has been devoted to that phase of good-will building.

The expression of service is manifest in all departments of the business from a highly systematized method of production that insures both speed and accuracy in filling thousands of special orders to the installation of the finished product in the house. Files are maintained that show a complete record of every order so that duplicate orders can be placed by the simple expedient of referring to identifying numbers on the original screen.

Prices are quoted with freight either prepaid or allowed, to avoid any misunderstanding regarding the total cost to the buyer.

As the screen business of the Burrowes company grew from year to year, a certain problem in production assumed relatively greater importance. The demand for screens is naturally a seasonal one because they are used only in warm weather. Sales and

### THE AYER & SON ADVERTISEMENT (Concluded)

able—yet nothing has been done to proclaim its superior merits through advertising. That's where Oregon has been neglectful.

While salmon is a staple food—one of the most nutritious of all—the housewife has never been taught to call for it by a first name. She asks for a can of salmon, and she gets it—whether it is the best salmon she can buy she has no way of knowing.

Now there are lots of salmon canned in Washington and Alaska and Maine—but if the Oregon cannery will put the advertising behind their salmon, they can make it the standard with trade and consumer.

We should like the opportunity to discuss their advertising possibilities with some of Oregon's salmon cannery.

We also see a great opportunity for Oregon canned vegetables and fruits, fresh and dried.

We haven't said a word about Oregon's noble forests and her great lumber industry. We haven't touched on her great mineral wealth, nor her wonderful stock raising achievements; we can only devote a line to her practically unlimited water-power for the driving of great manufactories; we could write a book on her attractions for home-seekers.

It is only our purpose to let her know that we appreciate her for the great State she is; that we have carefully studied her possibilities, and that we are eagerly ready to help her people with the kind of advertising which will bring her to the manufacturing eminence which is her's by right.

With her superior natural endowments, if the Northwest had been settled first, she would have flourished even better than the Northeast, and with aggressive advertising she still has the opportunity to overcome the handicap of youth.

N. W. AYER & SON

PHILADELPHIA

New York Boston Chicago

production are extremely heavy for a few months in the spring. Then the demand falls off for the balance of the year. All Burrowes screens are made to order, so it is impossible to carry on production to any extent in advance of actual sales. The company does utilize the dull period of production to prepare raw material for use. Sales development in the extreme South has helped to increase demand in the winter season. Aggressive selling effort has also resulted in securing many orders well in advance of the customers' actual need.

Such efforts to even up production proved sufficient to hold together the factory organization and furnish satisfactory employment to skilled labor, but there still remained an economic waste—an overhead expense and a producing capacity that fell far short of carrying a maximum load.

That condition encouraged the development of a family of products which harmonize nicely with screen production, but are in no way related to that commodity in regard to distribution.

The Burrowes family of products now consists of over a dozen interesting and healthy "children." They may be described collectively as novelties in folding furniture. The first of these was introduced to the public about 15 years ago. It was then called the Balletto Board, but it was in reality a toy combination pool and billiard table. This original model has since developed into a line of billiard and pool tables for home use consisting of 15 styles ranging in size from  $1\frac{1}{2} \times 3$  feet to  $4\frac{1}{2} \times 9$  feet, and in price from \$2.50 to \$200 retail.

The Burrowes company has not only created a market for this product in homes, but it has done it in the face of a rather widespread prejudice against the games involved, because of their long association with the saloon business. Advertising and intensive selling methods have done the trick.

In spite of success in that respect, the company encountered, and is still working to overcome,

a serious problem of distribution relating to this particular product.

#### DEALERS THE FINAL AIM

In regard to all of its products, except screens, the efforts of the Burrowes company are directed toward establishing an ultimate permanent distribution through dealers. Other methods which have been used or are being used to-day, are merely a means to that end.

"We have found it absolutely necessary to do the missionary work that will interest consumers in our goods," said H. H. Russell, who has charge of this end of the business. "This is because the merchandise is new and different. Dealers want to see a demand for it before they will carry it in stock. This has been especially true regarding the billiard and pool tables. We spent over \$100,000 in advertising these tables and turned every inquiry over to dealers before we used our present method of selling direct to consumers on the installment plan.

"We went in the installment business only because it was the best available means we could find for developing a broader market and eventually getting dealer co-operation.

"There are some legitimate reasons for the dealers' viewpoint in regard to carrying a line of our billiard and pool tables in stock. They are bulky and require considerable space for proper exhibition and demonstration. There is a tendency to assume that the stock investment would be too large and the turnover too slow to make the line profitable.

"This would be a reasonable assumption if one failed to consider the selling possibilities, which many dealers do. In fact, the most significant thing that our experience with the average dealer shows is his lack of initiative in developing maximum sales for either goods that he carries or those that he might carry profitably. Of course many dealers now carry our goods, but only a small percentage of them really take full advantage of the sales and

# A Record of Steady Growth

Advertising in THE KNICKERBOCKER PRESS  
is a matter of steady and healthy growth

## PAID ADVERTISING

First 6 months of 1912 . . . . .	<b>1,874,656</b> lines.
First 6 months of 1913 . . . . .	<b>2,286,130</b> lines.
First 6 months of 1914 . . . . .	<b>2,296,868</b> lines.
First 6 months of 1915 . . . . .	<b>2,473,898</b> lines.

## THE KNICKERBOCKER PRESS

ALBANY                    TROY                    SCHENECTADY  
AND THE CAPITOL DISTRICT

### JUST A SECOND, BROTHER

This fellow is in business for himself, but his limited capital makes it necessary for him to make a connection—either as sales manager for a proposition that is not too big or as salesman where ability is demanded and paid for.

He has had a well rounded business experience far above that of the average successful young business man. He is a big healthy fellow and has always enjoyed the respect of those with whom he was engaged in business.

He knows selling. If you are an employer, have him call and see how he sizes up.

Or, if you know of an opening, cast some bread upon the waters, let him know of it.

"B. E.," Box 306, PRINTERS' INK.

# If You Sell Merchandise Carried By These Stores

**Department  
General  
Dry Goods  
Clothing  
Shoes**

The reports of the A. B. C. Auditors will tell you that you can reach more of your class of trade through the

## Merchants Trade Journal

than through any two or three other similar publications, combined.

**Circulation  
56,000 Sworn**

**Subscription Price  
\$3.00 Per Year**

Issued monthly. No premiums. Twelve years old. Territory—National. For detailed information address:

**MERCHANTS  
TRADE JOURNAL**

**Des Moines, Iowa**

New York - Flatiron Building  
Chicago - Lytton Building  
Boston - Publicity Building

profit opportunity that they offer. Naturally we do all that we can to overcome this difficulty, but our advertising and direct selling are the most effective means of creating a broader market and better dealer co-operation.

"Where our mail-order business has been the largest our dealer business is now the best. This is a natural sequence because dealer demand invariably follows consumer distribution, and we have no difficulty in placing our goods with dealers after a few consumers in a community have bought and used them.

"Inquiries from consumers in response to our advertising are of course referred to dealers who handle our goods when they are accessible to the consumer. We are also gradually making progress with dealers in securing their co-operation in active local sales promotion.

"For instance, one big store in a leading Ohio city recently decided to organize a department for the sale of our products exclusively, and nearly 1,000 square feet of floor space was allotted for that purpose."

### OTHER MEMBERS OF THE FAMILY

In addition to the billiard and pool tables one of the most important products of the Burrowes line from a sales standpoint are cedar chests and folding game-tables. The company's advertising has, in fact, been concentrated largely on these three articles.

The cedar chests are made in 24 different styles and a variety of sizes. They retail at from \$10 to \$28. These chests are also offered direct to consumers on the installment plan.

Game-tables are made in 20 styles, including round, square and oblong types and tables made especially for certain games such as chess or checkers.

Before the Burrowes product was put on the market the tables used for this special purpose were heavy, clumsy affairs that sold for \$2 or \$3. The Burrowes idea was to produce a quality table as light as it could be made and give good service. The original model

weighed but nine pounds and the legs folded inside the edge of the table, which was only  $1\frac{1}{4}$  inches wide. It was put on the market to sell at \$4.

Retailers held up their hands in remonstrance and said that nobody would pay that price for a card-table.

They were urged to stock a few tables and give them a trial, with the result that the old type of card-table soon disappeared from the market. The Burrowes company now claims to produce seven-eighths of the card-tables that are sold in this country. One style is now produced to sell at \$2.25, but others are priced as high as \$7.

The success of the card-tables led naturally to the development of an allied product—the Feather-weight Folding Chair.

The company also supplies crate containers which are used by dealers to facilitate a profitable business in renting these chairs to consumers for card parties or other special occasions where extra seating capacity is needed. The Ladasule, a combination stool and step-ladder, is another Burrowes specialty recently put on the market.

Some of the other Burrowes specialties have a more restricted market, but sales are increasing gradually as they come to the attention of the public. Among these are a folding tea-cart, a bath-stool, sewing-tables, an osteopathic treating-table, grip and trunk stands and sample-display tables for the use of salesmen in hotels.

The Burrowes company sells its furniture products through four classes of retailers—department stores, and dealers in furniture, hardware and toys. A separate sales organization is maintained to market these goods, and a force of 18 salesmen covers all towns of 5,000 population and over throughout the country.

These men are employed on a salary basis because their duties are to a large extent those of sales scouts and missionaries to the retail trade.

Consumer advertising is considered the primary motive power that creates demand. Publications

## The Advertising Medium of Real Value to You—

is one that reaches the men who are intimately associated with products of the kind you have to offer.

In the engineering field it is Practical Engineer.

Exclusively published for the men whose business depends on engines, turbines, pumps, boilers, valves, and power plant supplies, and who actually buy or recommend the purchase of such products.

It is used by these men as a buying guide and reaches them just often enough to be read thoroughly, studied closely and consulted frequently.

### PRACTICAL ENGINEER

Semi-monthly

Advertise your product in the power plant paper that is subscribed for and read because of the necessary information it contains.

Practical Engineer guarantees a circulation of 22,000 copies per issue.

Write for rates, circulation map by states and sample copy.

### TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street  
CHICAGO, ILL.

# NEW ENGLAND

*—a testing ground for advertisers to prove the soundness of their sales plan and the efficiency of their copy.*

The Big Concerns make sure of their ground then go ahead. One of them has a product that looked as though it should have a sale in every home that appreciated good cooking.

They are trying it out in a section of New England. If New England approves of it, and "repeats," then it is a fair assumption that it will be a go all along the line.

Mark you, it is not the first sale that tells what the sales possibilities of the product are, but the "repeats."

To find out whether your goods will repeat, use the

## Home Daily Newspapers

and you will get action all along the line from the public who will demand it, from the dealer who has to carry it in stock, and from the jobber whose living is to have what the dealers desire.

The trial campaign should be made in New England for the people are quick and appreciative of good things. They have well filled purses that open for anything they desire. The dailies go into nearly every home and their advertising rates per line per thousand of circulation are moderate. These 12 dailies should be on your list.

### SALEM, MASS., NEWS

Daily Circulation 20,021.  
Population 43,697, with suburbs 150,000.

### SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.  
Population 100,000, with suburbs 250,000.

### WORCESTER, MASS., GAZETTE

Daily Circulation 24,626.  
Population 160,123, with suburbs 200,000.

### HARTFORD, CT., COURANT

Daily Circulation 16,800.  
Population 98,915, with suburbs 125,000.

### NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.  
Population 133,605, with suburbs 150,000.

### MERIDEN, CT., RECORD

Daily Circulation 5,963.  
Population 37,265, with suburbs 50,000.

### WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.  
Population 73,144, with suburbs 100,000.

### PORLTAND, ME., EXPRESS

Daily Circulation 20,944.  
Population 58,571, with suburbs 75,000.

### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.  
Population 20,468, with suburbs 40,000.

### MANCHESTER, N. H. UNION and LEADER

Daily Circulation 27,705.  
Population 75,063, with suburbs 150,000.

### LYNN, MASS., ITEM

Daily Circulation 15,261.  
Population 80,336, with suburbs 100,000.

### NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 23,079.  
Population 97,000, with suburbs 120,000.

of national circulation are used exclusively, and approximately 35 monthlies and weeklies are maintained on the Burrowes schedule.

The space used is generally small, and the copy is of the mail-order type, but illustrations of the articles advertised are well displayed and dominate the ads.

The billiard and pool tables and the cedar chests are the products usually featured, but some of the others are sometimes referred to incidentally at the bottom of the ad. Recently screens have been so mentioned.

The billiard and pool tables are advertised only from September to April, but the cedar-chest copy runs practically the year 'round.

Catalogues and other printed matter pertaining to the entire line of goods are sent to consumers responding to the advertising.

Printed circulars and electros are also furnished to dealers.

Advertising in the furniture-trade press and direct mailing solicitation have played their part in the campaign to interest dealers, but the consumer advertising has also been effective in producing inquiries from dealers.

The Burrowes company has found the installment feature of its direct selling unsatisfactory. It involves too much detail and too much trouble in judging credit risks, and making collections at long range, to receive favorable consideration as a permanent policy, but it is serving the purpose of gradually building up a satisfactory distribution with dealers.

In 1891, or ten years after it was started, the Burrowes business was incorporated as the E. T. Burrowes Company, with a capitalization of \$200,000. all common stock.

The capital stock has since been increased three times until it reached the present capitalization of \$1,000,000. one-half or which is six per cent preferred and one-half common stock. The latter has always paid good dividends. The plant now consists of six modern five-story fireproof brick buildings, with an area of over five acres of floor space—a standing monument to the "family of products" idea, logically developed.

## Portland Pays Advertisers

Portland, Maine, is the advertisers' tid-bit. Business is good in this city winter and summer. It is Maine's big city and jobbing center. The

## EVENING EXPRESS

is the one great medium of Portland. It is the only afternoon daily and has more circulation than all others combined—and some over. It carries more business by far than any other Portland daily.

It leads in circulation.

It leads in advertising.

It leads in sales results.

*JULIUS MATHEWS, Representative*

## Food Advertisers

There are 145,000 Italians in New York City to whom you can sell through one medium.

The Italian delights in palatable meals and good wines to top them off.

Have you neglected that market? Win it by using

## IL PROGRESSO ITALO AMERICANO

(Morning and Evening)

42 Elm Street New York City

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 103-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 19, 1915

**Advertising as Business Insurance** A few months ago a large and comparatively well-known manufacturing concern was shaken by internal dissension, which ended only when one of the partners withdrew from the firm, taking his share of the capital with him. The house was not seriously crippled by this defection, and could easily have weathered the difficulty, but the remaining partners thought they felt a first puff of a coming storm of rumor, and they were particularly anxious to head off the attacks on their credit for what might be a critical period of five or six months.

They had not been general advertisers. Their business, if you took their word for it, was one of those "different" kinds that "cannot be advertised." And then, suddenly, without taking advice, they decided to advertise. Their reason was one that none of the advertising solicitors who called on them would have thought of advancing in just that shape, and yet one

that showed how strongly the partners had been perhaps unconsciously impressed by advertising. It was to head off trade gossip and a raid on their credit. It would be hard to tell now whether they were really sincere in their sudden conversion to a belief in advertising for good will, or had fallen back, as a last resort, in a sort of panic, on what may have seemed to them pure bluff.

In either case, the action was a tribute to the influence of advertising. And whatever the motive, the result of the campaign, short and sharp as it had to be, was an almost miraculous success.

The rout of the rumor-mongers was the least of its work. The mere announcement of the advertising plans disposed of them. The advertising seemed wonderful to the partners when they saw it in print, it gave so much the impression of new blood and power and big plans without a single assertion to that effect. Then, following the advertising, came that revelation of latent good will among the trade and aroused pride and energy on the part of the sales force with which advertising men are so familiar. In six months the company took longer strides than it had hoped to do in as many years. The partners could hardly believe their senses. They could not understand it. For a long while it just seemed luck.

The explanation, however, was simple, as they now see. As is always the case with these so-called "lucky" hits of advertising, the product was *ready to advertise* when it was advertised. That was where the luck came in. Ordinarily a new proposition is far from ready. Something needs to be done to make all conditions fit. In that event advertising would have been a broken reed to lean upon; it would simply have shown up the weaknesses more quickly and cruelly, and collapse would have followed.

This mistaken and mischievous view of advertising accounts for the trade generally crediting it with the entire responsibility for the success of a campaign, just as in other cases it is unjustly debited

with the failure. A case of the latter kind is that of a big metropolitan house that waited too long after its credit had been impaired and then, too late, tried vainly to save it by a big sales and advertising coup that would probably have put the concern on the high road to great success if started a few years before, for it brought the crowds. But it needed repeating, and there was no money to repeat. It was too late for business insurance.

Business will be best served, in the long run, by telling the exact truth about advertising. Over-praise for its success in a campaign that has everything in its favor has probably done it as much harm as has condemnation for failing to score in campaigns when nothing else is right or ready.

**Why Not Automatic Middlemen?** Manufacturers who have "paid the price" for their consumer-demand will not be entirely out of sympathy with the stand taken by the *National Wholesale Grocers' Bulletin*, the official publication of grocery jobbers. The *Bulletin* in its latest issue says the policy of subsidizing jobbers' salesmen by manufacturers is a form of bribery that not only tends to demoralize the sales price, but also "destroys the confidence between manufacturers and distributors which is the foundation for their trading." So "don't furnish the names of your salesmen to any manufacturer," the *Bulletin* advises.

As might naturally be expected, concerns that are most active in offering such *sub rosa* inducements are those who have not created any demand among consumers and whose goods are not "free sellers," to quote the *Bulletin* again. They are clinging to the old delusion that markets are made by merely having goods put, by hook or crook, in retailers' stocks.

The jobbers are taking the right stand. The only manufacturers entitled to their co-operation are those who can give assurance of a *created demand*. For once, if only in part, the jobbers find

themselves in agreement with national advertisers on the questions of what the jobbers' function should be: handling a created demand is automatic service.

But automatic service on a broad scale is the last thing the jobbers mean to give. Where would be the long profits of speculation and private labels if they gave the advertised brands free headway?

In the zenith of the jobbers' power, when they were the only customers of the manufacturers and stood between them and the public, the jobbers could not resist the opportunity of "playing both ends and the middle." Then followed the natural result. First one end, the manufacturing, liberated itself, by means of national advertising. And now the other, the retailing end, is escaping by means of chain-stores and co-operative organizations and is buying direct from the manufacturers.

Will the situation right itself? Not, we fear, without further complications. There are signs that some of the jobbers intend to strike back by starting retail chains of their own. This would be a more serious "menace to the confidence between manufacturers and distributors" than the subsidizing of the jobbers' salesmen, but the irregularities differ only in degree and not in kind. If the jobbers will co-operate to put an end to one of these, that would be an excellent beginning.

**The Best Way to Keep Public Confidence** Apropos of our comment, in *PRINTERS' INK* for July 15, on the movement among stockholders of the United States Rubber Company to secure quarterly statements of the company's condition, we take pleasure in quoting the following remarks by William H. Childs, president of American Coal Products Company, as they appeared on the business page of the *New York American*:

"In view of the present extraordinary situation and the rapid rise and many fluctuations in the value of American Coal Products Company, common stock, it seems

to the directors the stockholders are entitled to a frank statement of the present financial condition of the company, its earnings for the first six months at the earliest moment they have been determined and its immediate prospects, so that they can form their own judgment of the value of their holdings.

"The cause of the rapid advance in the quoted value of this stock in the last 60 days has been fundamentally due to the prosperity of the company, but the management has not in any way aided this movement."

Readers of PRINTERS' INK may not recognize the Coal Products concern as an advertiser, yet a large part of its business has been built up by advertising. Its chief operating subsidiary is the Barrett Manufacturing Company, well known as an advertiser of Tarvia and Barrett Specification Roofs. Thus the company is quite familiar with the value of public confidence, and with the best means of getting and keeping confidence. Having tested advertising thoroughly in one important department of its business, it is only natural that it should adopt the same policy elsewhere.

**Public Advertising Managers**

Community advertising with public advertising managers is a development apparently not foreseen by advertising men of a few years ago. It would have seemed as absurd to them as a proposal for national, State and city advertising managers, recently made, does now to us.

Canada has had an advertising manager for years, who has spent the millions of dollars appropriated by the Dominion Parliament. On this side of the line no State or even city, we believe, has advertised officially, on any large scale. It has been done for them by commercial organizations and private subscription.

A year or two ago, in California, the legislature empowered county boards of supervisors to levy a tax not exceeding two cents on each \$100 of assessed valuation in each county for advertising

purposes. Santa Clara County at once took advantage of the law and W. Drummond-Norie, county advertising manager, has issued a booklet telling why and how. He considers the appropriation, he says, an "investment in population," and asserts:

Government statistics show that every 1,000 people will spend for living expenses an average of \$400,000 per annum, and that banks, insurance companies, railroads and other public service corporations will benefit to the tune of \$3,194,530—so that every new settler is worth on an average \$3,500 annually to the community.

In a year of advertising in a few publications of large circulation, more than 10,000 direct replies have been received and 2,000 persons have said they were planning to settle in the county. Replies came from practically all parts of the world. The county advertising manager concludes:

The good work should go on indefinitely and become a permanent part of the county work; the advertising manager should be as much a county officer as the health officer or the county librarian. He should be the advisory man to all chambers of commerce, improvement clubs and other promotion bodies, etc.

Allowing for all the enthusiasm of a good advertising man, who like the good judge, naturally wishes to "enlarge his jurisdiction," it cannot be denied the tendency is that way. Community advertising is growing. Its larger development waits upon two things, better-equipped advertising men willing to enter the field, and common effort among advertising men to educate the public to a need for the work.

The two things go together. Without a strong medical association, where would have been our health boards and health officers, or without library organizations where would there have been city, State or national librarians? It is the same with public advertising managers; the agitation for them must come from those who know and can demonstrate the need.

Clarence A. Earle, general manager of the Hendee Manufacturing Company, is to become vice president of the Willys-Overland Company, Toledo, Ohio, on October 1st.

**I**T is an axiom among advertising agencies that the agency itself is a difficult sort of business to advertise. There seems to be little to say—expert copy-writing, expert space-buying, honesty, energy, personality—the same old story over and over again.

Not always. In the progress of the art of advertising there is now and then some fresh advance, some step ahead, definitely new and worthy of attention.

One of the chief distinctions of the **Atlas Advertising Agency** is this creative quality. We offer you a selling and advertising service that is positive, tangible and different.

The **Atlas Agency** is an organization of successful advertising men and sales managers trained to the highest point of efficiency.

Ours is not "the same old story." We have a new story to tell. We are going to tell it briefly in a series of advertisements in "**Printers' Ink**".

If you want advance details, write to us, or call and meet the men who direct this Agency.

W. F. Payson  
John Curtiss  
John W. Eagleson  
Charles H. Dunster

E. R. Marvin  
Charles de Rham, Jr.  
Harry M. Graves  
Kenneth MacIntyre

## ATLAS ADVERTISING AGENCY

450 Fourth Avenue, New York

Telephone 7206 Madison Square

## FALL LISTS

### Gazette Times

Morning and Sunday—

### Chronicle Telegraph

Evening except Sunday

They are the *TWO BIG NEWS-PAPERS* in a metropolitan district of 1,042,855 people.

FLAT  
COMBINATION RATE  $22\frac{1}{2}\%$  PER  
AGATE LINE

For further information and co-operation write

URBAN E. DICE,  
Foreign Advertising Manager  
PITTSBURGH, PENNSYLVANIA.

J. C. WILBERDING  
225 Fifth Avenue.....New York City  
The J. M. BRANHAM COMPANY  
Mallers' Building.....Chicago  
Chemical Building.....St. Louis

## MEDICAL COUNCIL

### "Doctors Expect Calls

from salesmen during

#### Business Hours

Just as true of

#### salesmen-in-print"

writes one prominent physician.

Every month

#### MEDICAL COUNCIL

calls on 30,000 of the busiest,  
most prosperous "family physi-  
cians"—during business hours.

Sworn circulation over 30,000  
—sworn statement on request.

**Member** Only honest ad-  
of the vertising of high  
character accepted.

**"Big Six"** Ask your Agent  
or write us at

420 Walnut St., Philadelphia.

## Choosing the Sponsor That Gives Prestige

An Examination of Several Ways  
of Making Advertising Short  
Cuts to a Good Reputation—  
Firms That Have Tied Their  
Copy to News of Big Events  
and Profited

By Charles C. Casey

WHEN John Jones, of Po-  
dunk, dealer in oils, adver-  
tises his wares he has difficulty  
making himself heard above the  
clatter and jingle of Standard Oil  
millions.

The same is true of the small  
manufacturer of harvesting ma-  
chinery, or even of adding-ma-  
chines or typewriters—and, for  
that matter, of anything.

The big corporations already in  
the field, either through the pres-  
tige of their *greatness* or through  
their advertising, are *it* so big and  
loud as almost to drown any  
noise made by the ordinary small  
or new advertiser in their lines.

But even John Jones *can* hitch  
his oil-wagon to the star of "at-  
tention-getting advertising."

There are a dozen tricks of the  
trade in "copy-writing" (if that  
is what you call preparing an ad-  
vertisement) by which the small  
or unknown advertiser can hitch  
himself up to apparent bigness.

One way is for John Jones to  
advertise "Standard Oils," thus  
publicly hitching himself to a  
"bigness" whose noise even the  
far-away Chinaman has learned  
to listen to with respect.

But if John sells his *own* oils,  
and can't tie himself up to Stand-  
ard luminosity, then he must in-  
vent a reputation or some stunt  
which will give his name an oily  
dignity.

One good way to accomplish  
this object is to tie himself up to  
big *oil news*—his sales to big  
users, for instance.

In England one of the tricks  
much worked, even overworked,  
is to get "His Majesty's Approval"  
or to actually sell His Majesty's  
household some of the product  
and then advertise the "news"  
that His Majesty is a user.

In America there are thousands of "majesties" whose approval is big enough news to put a gilt sheen on the name of the advertiser.

#### HOW SOME CONCERNS DO IT

For instance, the Fox Gun Company rubbed some international reputation onto its name with the news of the use of one of their guns by Colonel Roosevelt when his African trip was news.

Edison Mazda Lamps made their reputation even more luminous by advertising the news of a complete installation in the forty-two-story L. C. Smith Building in Seattle.

Grape-Nuts hitched the Panama Canal to its name, and rubbed off a little of Uncle Sam's immense prestige by advertising that a few hundred thousand packages of Grape-Nuts were sent down by the Government to help dig the Canal.

The Barrett Manufacturing Company has been a consistent user of reputation-creating news and news pictures in advertising its "Specification Roofs." Some time ago it made a feature of its roofing material on the big new Central High School building in Minneapolis. The very layout of the ad suggests the fact that a great municipality has specified Barrett roofing on a great public building.

Dodge Brothers captured a national automobile marketing organization almost over night by capitalizing the fact that they had manufactured the vital parts of more than half a million motor-cars for a "very famous" company. They were comparatively unknown outside of Detroit when they decided to build a car of their own, but almost before the first car was built they had sold the first year's output—*on news*.

The Timken Companies practically jumped out of comparative obscurity by advertising the names of the automobiles using Timken axles and roller-bearings. Few people were interested either in axles or roller-bearings until the Timken people "discovered" to the public that "all of the automo-

## A typical *Evening* Newspaper

Of the daily output of the New York Evening Post, 87% is bought between 3:30 and 5:30 P. M. It is taken home and read. You rarely see anyone throw away a copy of The Evening Post. It is not discarded in the cars or on station platforms.

Over all other publications it comes first in the substantial homes of New York. The high estimate placed upon the paper by its readers, aside from its price per copy, reflects the character of its subscribers.

If you judge its advertising value by the character and purchasing power of its paid circulation you will include The New York Evening Post in your list.

Publication Office      Western Office  
20 Vesey Street      McCormick Building  
New York              Chicago

*Member A. B. C.*

## Have You Noticed

that it is the periodicals with purposeful and powerful editorial policies that are going through the present year with an actual gain in advertising?

# PHYSICAL CULTURE

as the leading periodical devoted to the dissemination of health-building knowledge is keeping pace with the increased demand on the part of the public for health-enlightenment and, incidentally, it is carrying a greater volume of advertising than ever before in its history.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

**Chicago Office: Peoples Gas Building**  
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

## The Royal Road to Success

in automobile advertising goes through dealer-land. The hearty co-operation of the trade is almost indispensable to success. It may be possible to get your place in the sun *without* their aid, but it is so difficult and costly that good judgment and profit accounts alike demand that you first pave the way by getting the dealers with you.

The most efficient and economical way to do this is through the

## Chilton Automobile Trade Service

This consists of the use of three publications, each serving a different phase of the industry, which, used in conjunction, cover the automobile field like a blanket.

The three reach nearly all the important dealers and garagemen of the country, most of the manufacturers of cars, parts and accessories, the big purchasing agents and the great majority of truck fleet owners. Thus they blanket the quantity buyers of the trade.

These publications are the

### AUTOMOBILE TRADE JOURNAL

(monthly)

### COMMERCIAL CAR JOURNAL

(monthly)

### CHILTON AUTOMOBILE DIRECTORY

(quarterly)

The use of the latter also entitles the advertiser to the loan of the

### CHILTON TRADE LIST

(three times a year)

In no other way can the automobile advertiser reach so many of those whose assistance and good-will he needs, or obtain such results at such low cost.

We have facts and figures to prove this. Ask us to send them to you.

### CHILTON COMPANY

*Publishers*

Market and 49th Streets, Philadelphia

Chilton Journals are members of the Audit Bureau of Circulations.

biles" (or what seemed to the casual reader to be *nearly* all) were using Timken parts.

The Burroughs Adding Machine Company built much of its prestige by connecting itself with nationally known users of its product through sales news. It filled thousands of dollars' worth of space with a news advertisement when Uncle Sam bought a hundred big adders for census work, and made a big feature of the machines in use by the Westinghouse companies and other nationally known users.

The Westinghouse Electric & Manufacturing Company used the same methods to increase its own prestige by featuring the adding-machines, washing-machines, motorcars and other well-known articles using Westinghouse motors.

The Dictaphone has several times made a feature of tying up the Dictaphone trade-mark to the trade-marks of its best-known users, and, of course, the Dictaphone name at the bottom of these ads has each time been varnished with a coat of glossy gilt enamel from the luminous names featured in the upper part of the advertisements.

### PRESTIGE-BUILDERS

Playing up the big news advertises *more* than the *goods*: it builds *prestige* for the *advertiser*.

The name "Burroughs" meant more to prospective adding-machine buyers because of the association of the name with "Westinghouse."

The Fox Gun Company got prestige from its public association with Roosevelt.

The Barrett Manufacturing Company and even the Edison Lamp works gained prestige from their public association with big new buildings, because even if no reason is given, the reader just naturally knows that big people have facilities for testing and finding out which product in a given line is best. As a matter of fact, a big competitive deal of that kind may be settled entirely on price, but the reader assumes that *quality* turned the sale.

It is easier for the Standard Oil

Company to sell oil than it is for John Jones, of Podunk, to sell the same grade of oil, but anything that "John J." can do to make his name look equal to "John D." will help to equalize their selling expense.

And so it is with every line of business. Burbank breeds wonderful new varieties of vegetables by growing the greatest varieties already known in such close and varied association that they "swap greatness" and all become greater, and in the same way advertisers can—and some of them are—breeding prestige, reputation and greatness by hanging onto each other's coat-tails in public until the public gets the impression that little Johnnie J. is a brother of big John D., and so just naturally drops the "ie" from Johnnie's name and assumes that John J. is really as big and as powerful as John D.

So when you see an advertising man putting a "Standard Oil" trade-mark or a "Westinghouse" factory into a typewriter advertisement he is doing more than simply proclaiming the judgment of Standard Oil or Westinghouse executives in choosing his goods—he really is rubbing some of the sheen off their reputation onto the firm name at the bottom of his own advertisement.

### Tobacco Chain-store Development

The *United States Tobacco Journal's* six months' review of the chain store development of the tobacco trade, for the first half of 1915, as published in the August 7 issue of that paper, notes the establishment of 56 new stores by individuals or firms owning two or more, within that time. This development was manifested throughout the country, although the Northwest centering around Seattle and the Western section with Kansas City as its hub showed particular evidences of chain-store expansion.

### United Cigar Manufacturers' House-organ

"Burning Questions" has been decided upon as the name of a house-organ of the United Cigar Manufacturers' Company, of New York. The publication was named after a contest among employees to determine the most suitable name.

## Jersey Cream with a Metropolitan Flavor

We recognize  
agents and give  
them and their  
clients Unpara-  
lleled Co-opera-  
tion.



We cover over  
200 cities in  
New Jersey and  
New York States  
and their names  
read like an  
Erie Dictionary.

## Erie Railroad Car and Poster Advertising

*Rates, Maps and  
Detail Information  
on Application*

**Over 500 Cars in the Suburban Zone with 11 x 21,  
22 x 21 and 16 x 48 Cards**

**Posters (30 x 46 and 42 x 84)  
On Stations between  
New York and Chicago**

**Ferries and Terminals at  
New York and Jersey City**

**One-sheet Posters in Cabins of  
8 Boats and in the Erie Tube**

ADDRESS

**GEO. W. ROEBLING**  
50 Church Street New York  
Telephone 8480 Cortlandt

**ALL ABOARD!**

## The Little Schoolmaster's Classroom

**D**ON'T be fearful of being too elementary in discussing advertising matters with salesmen. The salesman, naturally, is reluctant to confess that he is not clear as to your points, but such matters as circulations, rates of mediums, direct methods as compared with periodical advertising, local mediums as related to national mediums, etc., are usually new subjects to him, and it is not to be expected that he will understand until he has had a clear explanation. The advertising man will do well to take a little of his own medicine here and frame his argument up from an "outside point of view." Let him remember that sometimes experienced business men do not understand why one publication costs five dollars an inch while another that looks as if it were about the same class of publication costs only two dollars an inch.

\* \* \*

The publisher of the advertised set of books wrote: "If you do not care to keep the set, please return it at once. The sale is so great that 15 or 20 people will be waiting for every set that is returned." And there was where the copy-writer for the publisher slobbered a bit. The edition was a cheap one and suggested unlimited quantity. The prospective purchaser returned the set, writing as he did so: "Your magazine ads are fine, but the books don't come up to the advertised description of the finish and binding. They look too cheap for my library, and as there are 15 or 20 people waiting for this set of course I suppose you won't mind if I return it. Hoping that this set will serve to relieve the rush somewhat, I am, truly yours."

\* \* \*

It appears to the Schoolmaster that a lot of people advertising their service overlook the advertising value of the service itself. To illustrate: a printing concern

or an engraving house will keep a prospective customer on its mailing-list for a year or more. Cleverly written booklets and letters, explaining why and how we do things a little better than the other fellow, that we sell "service" rather than mere paper and ink or plates, etc., are sent out at regular intervals. Now, it would seem that when an initial order was secured from a prospective customer who had been hammered for a year, great care would be exercised around the plant to see that this first order was executed with unusual efficiency. Unfortunately, it often happens the other way. In two instances that have come to the Schoolmaster's notice lately, the first jobs—the undertakings from which the customer formed his first impressions of the concern—were handled badly; in each case the material was sent out without inspection apparently, and part of it had to be returned. Thus, all the beautiful claims and cunningly worded arguments for unusual service fell to the ground.

\* \* \*

Right along this line is a letter that the Schoolmaster received from an advertising agency that specializes. It goes to show that he who "delivers" month after month is doing an effective form of advertising. Here is the letter:

"Without any joking, so many accounts have been offered to us in the past year that we have had to pick the best and let the others go. The only reason we can give for this remarkable state of affairs is that two or three years ago we decided we would go a step beyond mere advertising, and take up sales promotion. In other words, if a concern was not equipped to handle the sales that our work developed, we were throwing away our efforts, and this occurred so frequently that we decided unless a firm was prepared to back us up from the start we could not afford to waste time on it."

"We of course put our prices up accordingly, because working on this basis we could only handle a few accounts, and it is gratifying to state that these few are being so well satisfied that they want their friends in with them, too."

\* \* \*

One of the best newspaper articles dealing with the great European War has taken the form of a friendly argument or conversation between two correspondents for the paper, the two speaking from different points of view. This is at variance with the usual form of newspaper story, but it is one more example of the New York *Sun*'s contention that he who has something to say can write it in an entirely new form or style if he does it well. This is just as true in its application to the writing of advertisements as it is to the writing of news matter or editorials.

\* \* \*

"Mr. \_\_\_\_\_," said the president of an industrial corporation to his purchasing man recently, "while I don't think that this gentleman who writes me has any great reason for a complaint, don't forget that every department of our business has considerable opportunity to create good will for the company or to create that other thing that we don't want—ill will. Whether we can do business with people or not, let's try always to leave with them the impression that we are good people to do business with."

\* \* \*

Do you O. K. your proofs merely as "O. K." followed by your name, or do you make your notation read "O. K. as Corrected"? The latter method is followed by some advertisers. Such a notation puts it up to publishers and printers to make the indicated corrections; or rather, it calls attention to the fact that there are probably corrections to be made, while the simple O. K. is sometimes taken to mean that the proof is right as it stands, and a small correction may be overlooked.

\* \* \*

Can you beat this? The School-

master a week ago had a long talk with a jobber of groceries who controls a certain brand of coffee. He is a keen business man who has figured out carefully the probable coffee consumption in the territory that his sales force covers, and according to his own figures, the coffee that he controls enjoys half of the total coffee sales in that territory. You wouldn't know the name of the coffee if it were given here, for it has never been advertised except by means of sampling and the offer of premiums. You would think that this jobber would be satisfied with half of the coffee business of his territory, but he isn't and is prepared to spend money to get a good share of the other half of the total sales. Yet he tells the Schoolmaster that an advertising agency has advised him frankly to stick to his present plan. Perhaps this agency is a relative of the one whose letter is mentioned in a preceding paragraph.

\* \* \*

If you can possibly send a sample or a miniature model, do so. Nothing fixes the attention so well as something tangible. You might neglect to read the soliciting letter that came from a shirt-maker, but you would not fail to look at the samples if he sent a few samples of attractive shirtings. Before the Schoolmaster lies a card from the Hyatt Roller Bearing Company to which is attached a specimen Hyatt Roller Bearing. Whether you read roller-bearing advertisements or not, you can't help giving this specimen bearing interested attention.

#### Carson on Corporation School Committee

O. B. Carson, advertising manager of the American Optical Company, Southbridge, Mass., has been appointed a member of the Advertising Selling and Distributing Committee of the National Association of Corporation Schools. The membership of this association comprises many of the leading corporations of the country.

George B. Armstrong, publisher of *The Piano Trade*, died in Chicago last Friday.

## \$4,000 Copy Man Wants Job in East

Now caring for some of the biggest and most difficult national accounts in an important mid-western agency. He believes in the sort of copy that marshals facts, crystallized into lucid, forceful English, written from the standpoint of the buyer, and with the sinew of argument.

Accustomed to the thick of action, working with his sleeves rolled up and covering ground fast. A seasoned merchandiser and a veritable repertory of ideas.

Thoroughbred American. Age, 26; health, perfect; personality, clean and wholesome. On the most cordial terms with his principals and in the best of standing. Reasons for change entirely personal.

**Address: "E. S., Box 305,"  
Care of Printers' Ink**

### Chinese Would Buy American Sweets

The immense prospect of profit in China for the enterprising American manufacturer of chewing-gum is the subject of a report from the United States Commercial Attaché at Shanghai, Julean H. Arnold. According to this report, there are 300,000,000 jaws in China that are innocent of the great American enjoyment. The Chinese are said to be keenly fond of sweets, and it is believed they would not be averse to using gum if they could get it.

In southern China a few millions chew the betel-nut and secretly elsewhere there is a fondness for opium. Tobacco is used, but not so generally as here, although now that American cigarettes have been introduced millions of them are consumed daily. Mr. Arnold thinks chewing-gum would be very popular with the Chinese. Once they did not use our condensed milk, but now they have strewn all China with empty milk-cans. Until recently they did not use tooth-powder, but now tooth-powders are advertised all over China and used quite generally.

Mr. Arnold also says that the United States could do a big business in making playing-cards for the Chinese. They already like them, and in Shanghai they have practically abandoned their own "sparrow cards", to use our kind. He says that we ought to put Chinese numerals and figures on the cards and use Chinese characters for King, Queen, and Jack. Above all, the cards, to sell well, should be very showy, with amusing and sensational pictures on the backs. Several residents of Shanghai have offered, through Mr. Arnold, to give advice as to the designing of cards for the Chinese, and anyone interested can obtain from the Bureau of Foreign and Domestic Commerce all needed information.

### Service the Retailer Renders

The Retail Grocers and Butchers' Association of Houston, Texas, is publishing in the local newspapers a series of advertisements or articles on "Fair Play." One article which appeared recently was headed "The Real Meaning of Service—Service, as typified by the independent grocer and meat dealer of Houston, means more than quick deliveries, though that in itself is reason for giving these merchants your patronage. It is more than this. It is protecting you in selling known, standardized brands of merchandise, whose wholesomeness and quality is unquestioned."

### Co-operative Grocery Company in Cincinnati

The National Co-operative Grocery Company, a concern which, as its name indicates, is doing business along co-operative lines, has opened a Cincinnati warehouse for the purpose of entering the field in that city. W. W. Patterson has been appointed advertising manager of the company.

### Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation 133,992

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 36c.

### PAUL BROWN COMMERCIAL ARTIST

159 WOOLST ST., NEW YORK CITY.

PHONE GRANGE 8-1111.



### HOW'S BUSINESS?

If it isn't working right, let me help you tone it up. I plan business building campaigns, write, plan, illustrate, print and place ad matter. Booklet free. W. Clement Moore, Business Specialist, New Egypt, N. J.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### ADVERTISING AGENCIES

**ALBERT FRANK & COMPANY**  
ADVERTISING  
26 Beaver Street, New York  
Chicago Philadelphia Boston

### ARTISTS

Artist—good letterer, designer, wants part time position or piece work. Experienced on advertising layouts and designs. Can work four hours daily. Telephone Chelsea 1930.

### BILLPOSTING

**10¢ a Sheet Posts R. I.**  
INNEALED GUARANTEED BOARDS LISTER GUARANTEED BROWNING  
ADDRESS LAMSON BUILDING, PROVIDENCE, R. I.  
Standish-Barnes Co.

### FOR SALE

**FOR SALE**—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

### HELP WANTED

Wanted: Advertising Solicitor in Metropolitan District. Part time only. Good commission. Canadian Hardware Journal, 20 W. Jackson Boulevard, Chicago, Ill.

Wanted—Typewriter operator—male preferred, who can get business by mail and write advertisements, prefer him to have knowledge of buggies and automobiles. Address Lock Box 865, Louisville, Ky.

Wanted—An established trade journal requires the services of experienced subscription man for field work. Permanent position. Salary and expenses. Reference required. Box 550 c/o P. I.

Wanted—Circulation Manager for a popular international magazine. One who knows the news stand business and is experienced in every branch of circulation building. Box 552, c/o P. I.

An aggressive advertising solicitor, acquainted in the New York territory, can make a profitable connection with an established Technical monthly. Give full particulars for interview. Address Engineering, Box 585, care P. I.

Young man for office of trade journal, experienced and familiar with advertising and circulation work, capable of looking after all detail work and efficient correspondent. Gentle. Give experience, references and salary required. Address 565, care P. I.

Salesman wanted by very large printing plant with complete equipment in New York City. Experienced successful man on large work only one who will be considered. Write, giving experience, references, present and previous connections. Box 556 care P. I.

Salesman wanted to secure business for battery of Harris presses for old established printing house in New York City. Man familiar with and successful in this particular field. Write giving experience, references, past and present employers, salary. Box 558, care P. I.

Salesman wanted by large New York City printing concern. Man who is successful in securing orders for high grade catalogs and booklets, and who can talk intelligently to customers from an advertising standpoint and assist them in getting up their printing. Also who is competent to get business by creating new printing for customers. Unusual opportunity for competent man. Write experience, references, salary. Box 557, care P. I.

### HOUSE ORGAN EDITING

Do you want a live, effective House Organ? I will edit it for you on a retainer basis that will include all your other copy. I have edited more successful house organs than any other man. Arthur T. Garrett, 57 Princeton St., Bridgeport, Conn.

### POSITIONS WANTED

College graduate (22) with ardent desire to learn advertising business, desires position. Salary no object; has business experience and gilt-edged references. Box 553 care P. I.

Young copy writer seeks new field with agency or manufacturer. Experience in various lines. Can come for interview and show samples. Philadelphia or vicinity. Box 560 care P. I.

Desire connection with N. Y. City publisher, manufacturer or agency. Now Adv. Mgr. large technical publisher. Thoroughly familiar with publishing business; good correspondent; copy writer; layout and make-up; practical printer. Interview? Box 559, P. I.

## YOUNG MAN

24, single, wants position as secretary to some big manufacturer or publisher or as assistant to some sales or Adv. Mgr. For information concerning experience and ability, write M. L. Buchanan, 4317 Lindell B'lv'd. St. Louis, Mo.

### ADVERTISING - SALES STIMULATOR

I'm skilled in creating copy that penetrates mental fog, and spurs jaded interest to action. Have spent half my life gaining knowledge of every legitimate sales method. Want to spend the other half concentrating on sales and advertising for a manufacturer who is as anxious to grow as I am to grow with his business. Box 561, P. I.

Advertising Man engaged with New York advertising agency as chief of copy and art departments; broad experience of more than twelve years preparing campaigns, magazine and mail pieces—copy and ideas—of prominent concerns for advertising agencies handling accounts: corset, shoes, paint, thermometer, machinery of various kinds, tools, jewelry, women's wear, wood-finishing products, time recorder, collars, shirts; would consider serving several concerns on part time basis. Box 551, c/o P. I.

### SALES-MANAGER, ADVERTISING MAN and

#### BUSINESS EXECUTIVE

of exceptional experience (with large manufacturers, promotion enterprises and advertising agencies), mature years and judgment, strong personality, rapid-fire initiative, unlimited capacity for work, and thorough knowledge Eastern and Western fields—now open for connection with concern where big things are demanded and must be accomplished, and man of largest caliber is essential. Requirements: A real OPPORTUNITY, for "right man"—fair "living" salary, on few months' trial—then, percentage of sales, with reasonable "draw" or equitable arrangements otherwise. Prepared submit credentials and proofs, in person—and will locate anywhere. Now General Manager Sales and Advertising large N. Y. Corporation. Box 555, care P. I.

Advertising man unusually well qualified along Agricultural Advertising lines, desires to get in touch with advertising agency or advertiser in market for high class services. Now employed. Age 36. Present salary \$4,500. Box 537, c/o P. I.

Advertising Solicitor, 29, Graduate of Harvard. Two years private secretary to one of New England's greatest lawyers. One year with service agency in Middle West. Two years soliciting advertising on class journals in New England. Have been successful. Prefer commission basis, with drawing account of \$35. Address Right, Printers' Ink, 1 Beacon St., Boston, Mass.

### PUBLISHING BUSINESS OPPORTUNITIES

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, 171 Madison Ave., New York.

### STANDARD BOOKLETS

Highly Specialized ability to *write* and *design* and facility to *print* small and large editions of booklets, standardized  $3\frac{1}{2} \times 6$ , in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

### WANT-AD MEDIUMS

New Haven, Conn., Register. Leading want-ad med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun, Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

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Erie, Pa., *Times*, dy. Aver. circulation '14, 23,270; 23,762 av. July, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Washington, Pa., *Reporter and Observer*, circulation average 1913, 13,575.

West Chester, Pa., *Local News*, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., *Times-Leader*, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa., *Dispatch and Daily*. Average for 1914, 20,522. Covers its territory.

Newport, R. I.—*Daily News*, eve. 66th year. Covers field. Circulation for 1914, 4,845.

Providence, R. I., *Daily Journal*. Av. net paid for 1914, 20,853. (©) Sun., 33,018, (©) *The Evening Bulletin*, 48,772 ave. net paid for '14.

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Tacoma, Wash., *News*. Average for year 1914, 22,576.

Janesville, Wis., *Gazette*. Daily average, 1914, 7,129. April, 1915, average, 7,579.

## GOLD MARK PAPERS

*Bakers' Helper* (©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

*Worcester, Mass., L'Opinion Publique*. (©) Only French daily among 75,000 French pop.

*Brooklyn, N. Y., Eagle* (©) is THE advertising medium of Brooklyn.

*New York Dry Goods Economist* (©) the recognized authority of the Dry Goods and Department Store trade.

*New York Herald* (©) Whoever mentions America's leading newspapers mentions the New York Herald first.

*N. Y. Scientific American* (©) has the largest cir. of any tech. paper in the world.

## THE PITTSBURG DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

*Providence, R. I., Journal* (©) only morning paper among 600,000 people. "The R. I. Bible."

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*The Milwaukee, Wis., Ev'ng Wisconsin* (©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

Young copy writer seeks new field with agency or manufacturer. Experience in various lines. Can come for interview and show samples. Philadelphia or vicinity. Box 560 care P. I.

Desire connection with N. Y. City publisher, manufacturer or agency. Now Adv. Mgr. large technical publisher. Thoroughly familiar with publishing business; good correspondent; copy writer; layout and make-up; practical printer. Interview? Box 559, P. I.

## YOUNG MAN

24, single, wants position as secretary to some big manufacturer or publisher or as assistant to some sales or Adv. Mgr. For information concerning experience and ability, write M. L. Buchanan, 4317 Lindell B'lv'd. St. Louis, Mo.

### ADVERTISING - SALES STIMULATOR

I'm skilled in creating copy that penetrates mental fog, and spurs jaded interest to action. Have spent half my life gaining knowledge of every legitimate sales method. Want to spend the other half concentrating on sales and advertising for a manufacturer who is as anxious to grow as I am to grow with his business. Box 561, P. I.

Advertising Man engaged with New York advertising agency as chief of copy and art departments; broad experience of more than twelve years preparing campaigns, magazine and mail pieces—copy and ideas—of prominent concerns for advertising agencies handling accounts: corset, shoes, paint, thermometer, machinery of various kinds, tools, jewelry, women's wear, wood-finishing products, time recorder, collars, shirts; would consider serving several concerns on part time basis. Box 551, c/o P. I.

### SALES-MANAGER, ADVERTISING MAN and BUSINESS EXECUTIVE

of exceptional experience (with large manufacturers, promotion enterprises and advertising agencies), mature years and judgment, strong personality, rapid-fire initiative, unlimited capacity for work, and thorough knowledge Eastern and Western fields—now open for connection with concern where big things are demanded and must be accomplished, and man of largest caliber is essential. Requirements: A real OPPORTUNITY, for "right man"—fair "living" salary, on few months' trial—then, percentage of sales, with reasonable "draw" or equitable arrangements otherwise. Prepared submit credentials and proofs, in person—and will locate anywhere. Now General Manager Sales and Advertising large N. Y. Corporation. Box 555, care P. I.

### PRINTERS' INK

Advertising man unusually well qualified along Agricultural Advertising lines, desires to get in touch with advertising agency or advertiser in market for high class services. Now employed. Age 36. Present salary \$4,500. Box 537, c/o P. I.

Advertising Solicitor, 29, Graduate of Harvard. Two years private secretary to one of New England's greatest lawyers. One year with service agency in Middle West. Two years soliciting advertising on class journals in New England. Have been successful. Prefer commission basis, with drawing account of \$35. Address Right, Printers' Ink, 1 Beacon St., Boston, Mass.

### PUBLISHING BUSINESS OPPORTUNITIES

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, 171 Madison Ave., New York.

### STANDARD BOOKLETS

Highly Specialized ability to *write* and *design* and facility to *print* small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

### WANT-AD MEDIUMS

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

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## ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page  
Smaller space, 35c per agate line—Minimum, one inch

### PREFERRED POSITIONS

Front Cover	\$125	Page 5	\$100
Second Cover	75	Pages 7, 9, 11 or 13	75
Back Cover	100	Double Center [2 pages]	150

# If You Make Paints and Varnishes

or paint and varnish specialties, and are not getting a satisfactory volume of business from the Chicago territory, our Merchandising Service Department would like to confer with you.

Possibly conditions are such that your sales here cannot profitably be increased.

And perhaps there are thousands of dollars in profit waiting here for you—ready to respond to selling effort directed in an efficient and economical way.

We have spent months of effort investigating the Paint and Varnish market in this territory.

We know the attitude of dealers and the preferences of consumers.

We know in what sections the most paint and varnish are used.

We can show you just where to concentrate selling effort so as to keep expense down and get your sales up.

This territory is a *gold mine* to many manufacturers. It may be for you. Our Merchandising Service Department will be glad to confer with you either by mail or in person.

## The Chicago Tribune

The World's Greatest Newspaper  
(Trade-mark Registered)

Circulation over { 500,000 Sunday  
300,000 Daily

*Member Audit Bureau of Circulations*

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco